

**Baruch**  
COLLEGE

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Final Team Project

# SleepWave by Bose



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# Marketing Plan for Bose SleepWave: A Smart Sound and Light Therapy for Optimal Sleep

## I. Executive Summary

At Bose we believe sound is one of the most powerful forces on earth. Leveraging Bose's years of expertise in audio technology, we are introducing SleepWave by Bose. This marketing plan outlines how Bose will use its strong brand equity, sound expertise, and cutting-edge research and development to break into a growing market. SleepWave is designed to help individuals who are struggling with sleep patterns. SleepWave uses optimal frequency patterns that have been tested to provide relaxation and reduce sleep interruptions. Our marketing plan will position Bose as a solution for consumers who struggle to maintain a constant sleep cycle. In this report we will explore the current marketing situation, Bose's SWOT analysis, business objectives, and the marketing strategy that will establish SleepWave in the sleep tech space.

### History of sound therapy

Sound therapy has a long history, dating back to ancient civilizations, where it was used as a tool to heal the mind, body, and spirit. Its roots can be traced to practices such as chanting in ancient Egypt to induce altered states of consciousness, and Nada Yoga in India, which used mantras and musical instruments to balance energy and restore harmony. These early methods recognized the profound connection between sound vibrations and well-being.

Centuries later, during the Renaissance, sound therapy gained attention again. Visionaries like Pythagoras and Leonardo da Vinci explored the relationship between sound, harmony, and mathematics, uncovering how specific frequencies could influence the human experience. Their work laid the foundation for understanding sound's potential in improving mental and physical health.

In the 20th century, sound therapy evolved into a formalized practice supported by science.

Pioneers like Dr. Alfred Tomatis created methods using sound frequencies to improve cognitive

development. These breakthroughs helped integrate sound therapy into clinical and psychological practices. (n.d., 2024)

Today, sound therapy is widely recognized for its ability to reduce stress, relieve pain, and promote relaxation. It is based on the idea that the body and mind vibrate at specific frequencies, and when these vibrations are disrupted, it can lead to imbalance, stress, or illness. By restoring these natural vibrations, sound therapy aims to bring harmony and improve overall well-being. Techniques like binaural beats, sound baths, and Tibetan singing bowls are commonly used to boost mental clarity, enhance relaxation, and synchronize brainwaves. (Muhammad, 2024)

The goal of Bose SleepWave is to take these proven principles of sound healing and integrate them into a modern, accessible product. By combining therapeutic sound technology with innovative design, Bose SleepWave integrates ancient practices with advanced technology, making sound therapy a part of everyday life.

## II. Current Marketing Situation


**Market Overview:** Consumers are becoming increasingly aware of sleep as an overall vital component of their health and wellbeing. Many US consumers struggle with sleep habits as Mintel reports 58% of adults 18+ have tried to implement better sleep habits but they did not last (Mintel Group Ltd., 2024). While OTC sleep medication takes the lion's share of the market, it also has a high association with unhealthiness when used over a prolonged period of time. As more and more consumers are seeing sleep as a measure of overall health and wellness, they are looking for sustainable alternatives. Sleep technology, on the other hand, has the least amount of consumer associations across the board and, as Mintel describes, is a "blank slate". This lack of consumer opinion presents an opportunity to provide a new and sustainable alternative to the sleep aids that are currently in the market.

The US market size for over-the-counter sleep health products reached \$2 billion as of 2024 and is expected to grow at a rate of 4% over the next five years to 2028. (Mintel Group Ltd., 2024) Within sleep tech, sleep tracking has received the most attention. However, as technology has aged, consumers' opinions of it have changed. Some consumers are finding that tracking does little to address the underlying issues of sleep. In other words, sleep tracking tells consumers they have a problem but offers no solution. Potential consumers are looking for something to solve their proverbial job to be done: to help them find restorative sleep habits that will not affect their overall health in the long run.

**Bose SleepWave Overview:** While Bose is a new entrant into the sleep aid market, it has a long history as a leader in the field of audio. Bose's emphasis on research and development has led it to pioneer new applications for sound in multiple different markets, from live music to aviation. It is Bose's expertise in sound that gives it the credentials to introduce a new, sound-focused product in the sleep aid market. SleepWave by Bose is a next-generation smart device that uses sound therapy, ambient lighting, and sleep-tracking technology to enhance and personalize users' sleep experiences. Leveraging Bose's expertise in sound, SleepWave creates an adaptive environment for relaxation, sleep induction, and gentle waking. While other competitors in the market emphasize light, breathing exercising, and meditative soundscapes, SleepWave will be the first to explore the untapped area of sound therapy in the sleep tech market. More than just white noise, SleepWave will utilize Bose's incredible audio technology to provide curated experiences for each individual user, utilizing an array of sonic frequencies best suited to calm the mind. Bose is acutely aware that both sound and sleep are incredibly personal experiences, which is why the SleepWave will offer a different experience for everyone who uses it.

In order to get a real-world perspective on challenges faced by individuals struggling with sleep issues and further validate the demand for a product like SleepWave, Bose conducted an

interview with an individual suffering from sleep problems such as sleep apnea and insomnia, and who fits the demographics of our target audience. The insights gathered from this conversation not only emphasize the product's relevance but also aligns with research and segmentation strategies.

Qualitative Data Collected	
	<p>The interviewee described a consistent inability to stay asleep, waking up daily between 3 am and 4.30 am, despite trying to maintain a healthy sleeping routine. The interviewee also highlighted the limitations of current sleeping aids. The interviewee himself uses a wearable device Whoop to track sleep and other data, but they expressed frustration with its inability to provide actionable</p> <p>insights or address the root cause of sleep disruptions despite paying around \$300 for this subscription and device. The interviewee shared that they trust established brands like Bose and are more likely to try products recommended by medical professionals. The interviewee also highlighted the importance of pricing strategies and trial programs. While they did acknowledge a willingness to invest in premium wellness products, they also emphasized the need for reviews and feedback from other users before purchasing anything. When describing the benefits of the SleepWave product and its current pricing strategy, the interviewee stated that he wouldn't mind paying a premium price because he values his sleep a lot more.</p>

**Figure 1:** Qualitative Data Collection

The above consumer interview aligns with the broader consumer pain points identified in quantitative research. This shows that there is indeed a gap in the market for products that combine tracking with therapeutic solutions. We believe that SleepWave's ability to adapt to sleep patterns and provide personalized sound therapy make it uniquely qualified to fill this gap.

Through qualitative data, Bose has identified key important strategies for success: expert endorsements, trial programs, R&D initiatives, and leveraging Bose's brand equity in sound technology.

**Competitor Overview:** In the field of sleep technology geared towards sleep aid rather than sleep tracking, there are a few major players:

- **Hatch** offers a number of products for both adults and children, and is positioned as an alarm clock that helps you build healthy sleep habits, specifically around going phone-free at bedtime. Its emphasis on disconnecting from technology is its unique positioning relative to the competitors in the market, even if it has many of the same features. It offers adjustable lights, sounds, and guided meditations to help consumers fall and stay asleep. The adult "Restore 2" retails at \$169.99.
- **Dodow** is a sleep aid technology specifically geared towards consumers concerned with insomnia and their heart health. Its focus on breathing exercises differentiates it from other sleep aids on the market. The Dodow product has a minimalist design, featuring a simple light that guides consumers through a breathing exercise. It does not make sounds, and does not have an alarm clock feature. The Dodow retails for \$69.99.
- **Phillips SmartSleep** is, in some ways, a combination of Hatch and Dowdow. It is positioned directly as a sleep aid that helps you fall asleep and wake up gradually, feeling refreshed. The legacy of Phillips as a light producer is what differentiates this product from others in the market. It has multiple colored lights that simulate sunrise and sunset, programmable breathing exercises to help you wind down, and multiple sounds to relax to. It is the most expensive out of these three competitors, retailing at \$179.95.

**Channels Overview:** The sleep technology market is currently dominated by online sales. Bose Sleepwave will be available for purchase directly through the Bose website. In addition, Bose

will be offered in a few retail partners' websites such as bestbuy.com and target.com. Bose will also continue to use its current relationships with mass retailers such as Best Buy, and Target to make this product available to customers in person. Additionally, Bose will also seek to enter other niche retailers who focus on wellness and health.

### III. SWOT Analysis

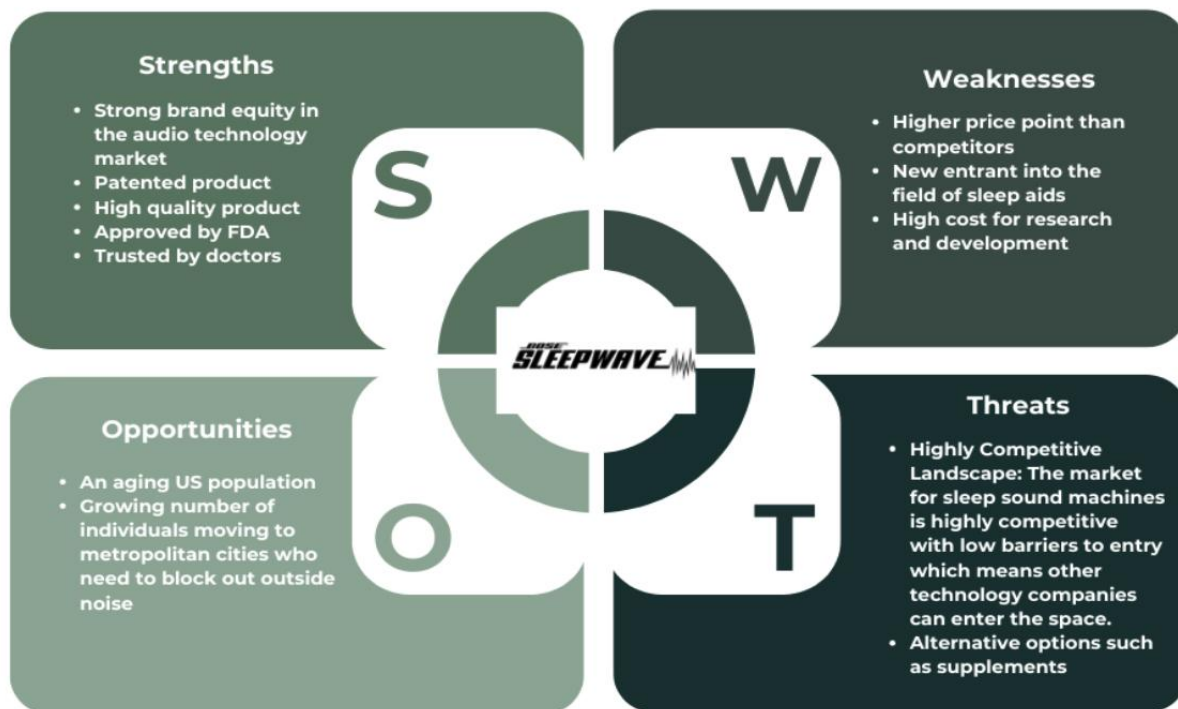


Figure 2: SWOT Analysis of Bose SleepWave

### IV. Business Objectives

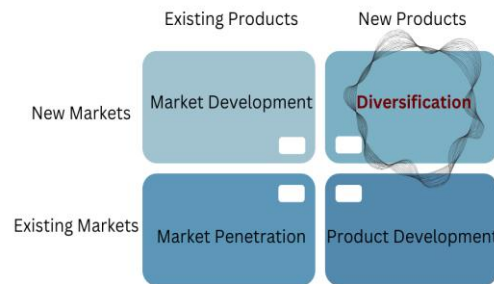
**Bose Mission Statement:** “We have a simple mission: think of better solutions, create better products, help people enjoy the things they love. Everything we do supports this mission and points us forward. It started when Dr. Bose founded the company in 1964 and continues today with innovative, passionate employees around the globe” (Bose Corporation).

- **Business Objective 1:** Position Bose as a leader in sleep technology.



- **Business Objective 2:** Achieve a 5% market share in sleep technology by reaching existing Bose product users as well as other potential customers.
- **Business Objective 3:** Achieve \$450,000 in revenue sales through diversification.

#### Product Market Grid:



**Figure 3:** Product Market Grid strategy

Sleepwave will serve as a diversification product allowing Bose to introduce a new product to a market in which it currently does not play in. To focus on growth, Bose will prioritize penetration and premiumization for SleepWave.

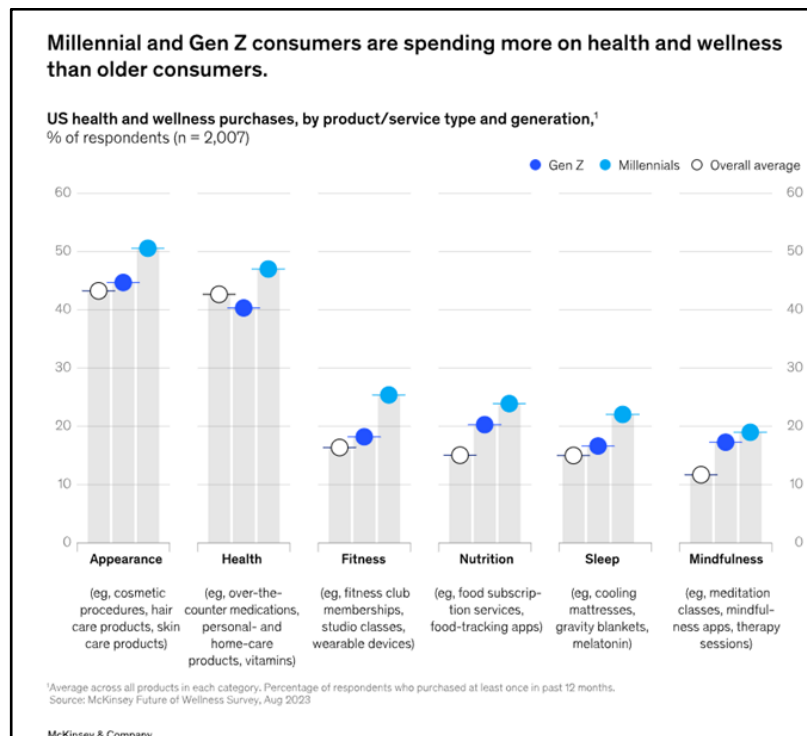
1. **Penetration:** Bose Sleepwave will target consumers who are currently using other forms of sleep aids such as melatonin and leverage their existing knowledge of headphone users to market SleepWave.
2. **Premiumization:** Bose Sleepwave will be positioned as a premium product. In addition to the standard base model, buyers will also be able to purchase SleepWave Pro which offers customization options such as soundscapes, adaptive light therapy, detailed sleep analytics, and compatibility with other smart home devices.

## V. Marketing Strategy

### People

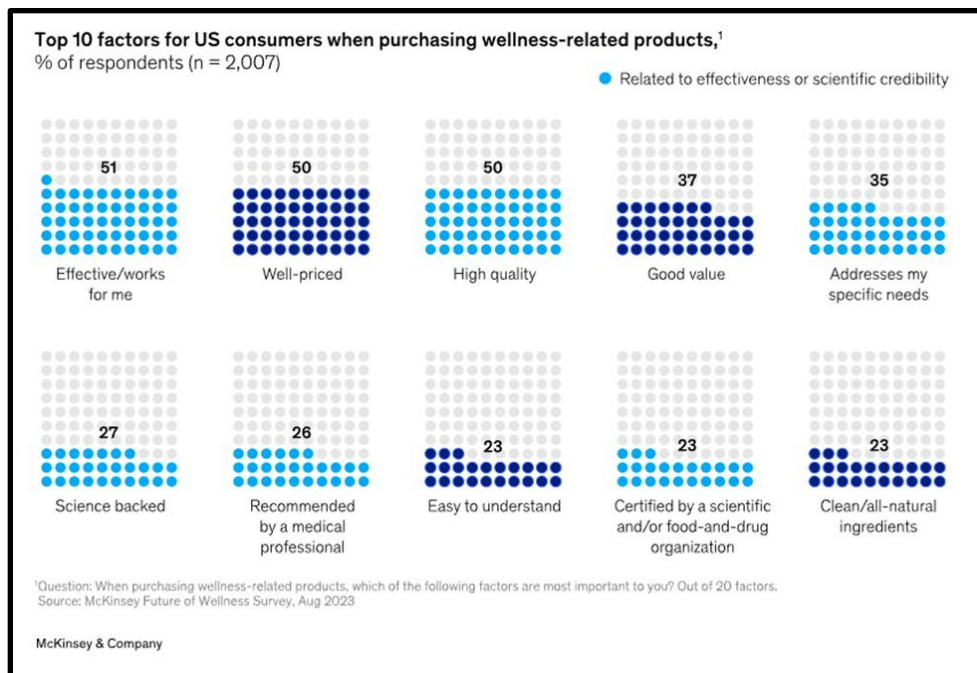
**Segmentation and Targeting:** The data below indicates generational spending on wellness.

From this data we can conclude that Millennials (aged 25-40) and Gen Z (aged 18-24) have higher spending patterns on health and wellness compared to older generations (McKinsey, 2024). Furthermore, we can see that they also take the lead in sleep related purchases such as cooling mattresses, melatonin and other sleep aids. These findings establish that the target age demographics for SleepWave should be people aged from 18 to 40 who are willing to prioritize the importance of sleep in their daily routine.



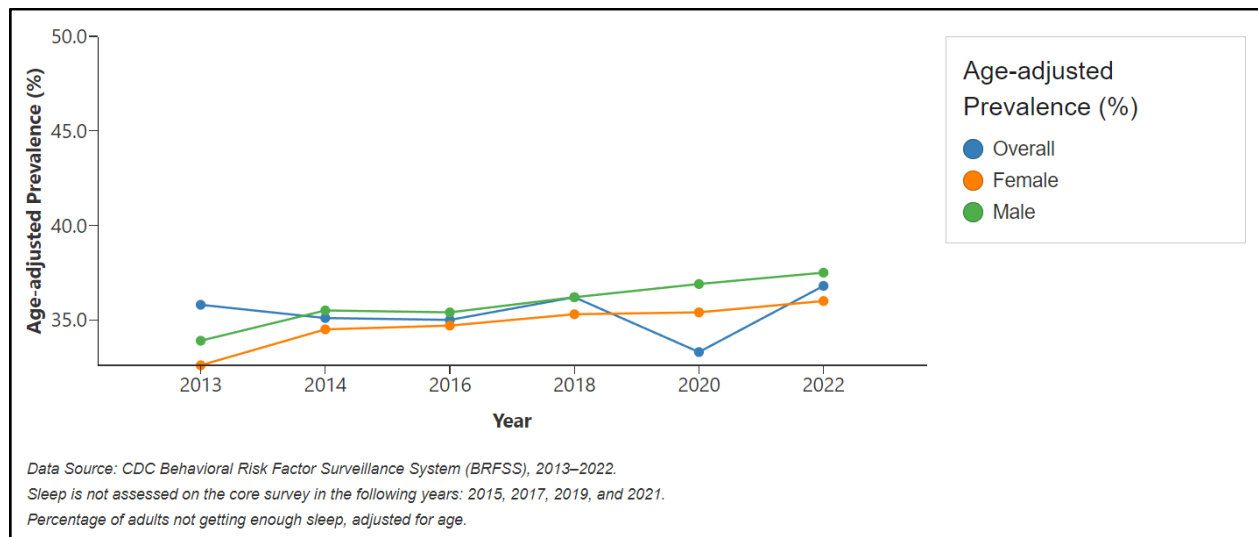
**Figure 4:** McKinsey data on generational spending on wellness products

This demographic profile of targeting middle to upper-middle income consumers is critical in justifying a premium price point (discussed in the next section), as these segments value a high quality and science backed product. The data below shows that 51% of wellness consumers cite effectiveness and 50% emphasize high quality as the top factors influencing their purchasing decisions (McKinsey, 2024). SleepWave's unique integration of adaptive sound and light therapy directly aligns with these preferences.



**Figure 5:** Top 10 factors for US consumers when purchasing wellness-related products

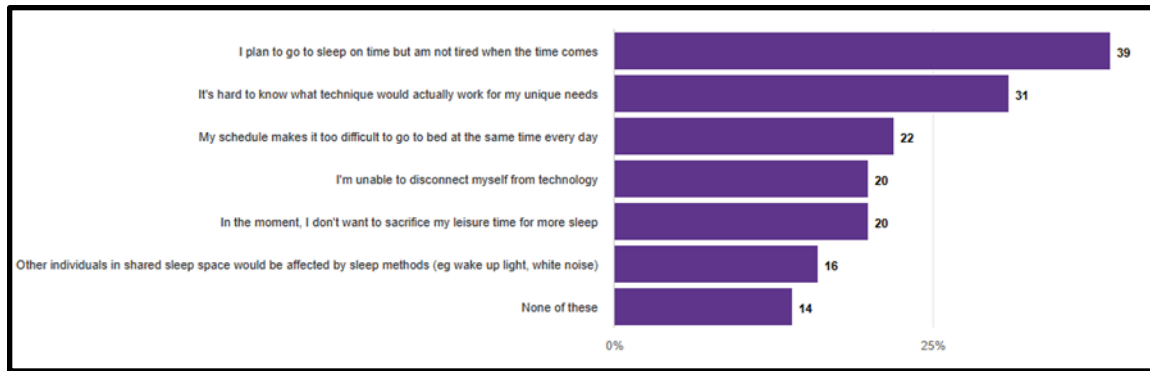
## Psychological Factors: Perceptions of sleep quality and health as drivers



**Figure 6:** Center for Disease Control statistics of the historic prevalence of insufficient sleep in adults

According to the CDC, the prevalence of insufficient sleep in adults in the United States is 37.5% in men and 36% in women as of 2022, a significant increase when compared to data from 2013 (Center for Disease Control, 2024). There are several psychological factors for us to consider when marketing the SleepWave product, among them being selective retention, which is what the target audience will remember. Our product should appeal to consumers who want to improve their overall health through better sleep, which means creating a strong marketing plan that people who have trouble sleeping will remember. Bose will emphasize that SleepWave has the clinically proven capability to help improve sleep in those with sleep-related conditions such as insomnia.

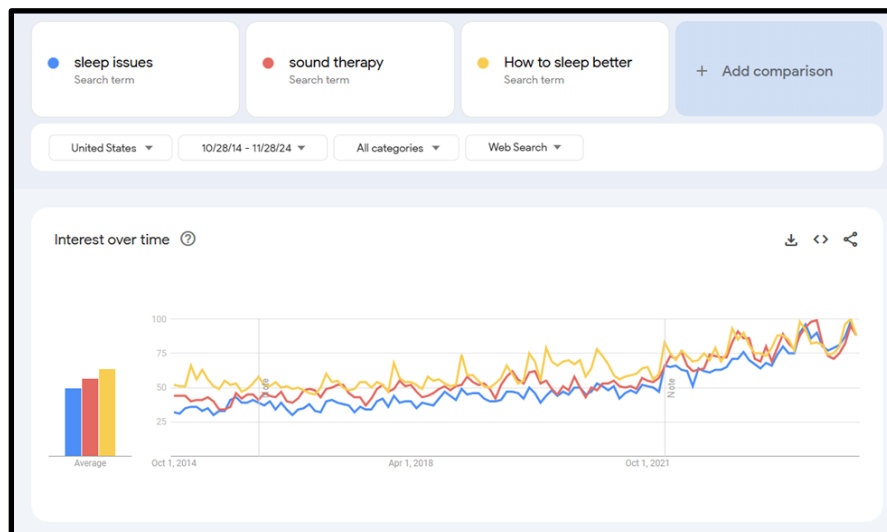
Looking further at the psychographic data on sleep behaviors, 39% of adults struggle with falling asleep despite planning to sleep on time, and 31% do not know the proper technique to fall asleep (McKinsey, 2024). There is a growing demand for this product in the sleep technology space and SleepWave's position as a multi-sensory device aligns with this demand, addressing challenges like difficulty falling asleep and irregular sleeping patterns.



**Figure 7:** Mckinsey data on sleep behaviors

**Interest:** Bose SleepWave will primarily target individuals who have a strong interest in health and fitness. They may enjoy going to spas or health and wellness retreats.

**Mindset:** Bose SleepWave will target individuals with a wellness mindset. They understand that sleep is a vital part of their life and impacts their performance in other areas of their life.

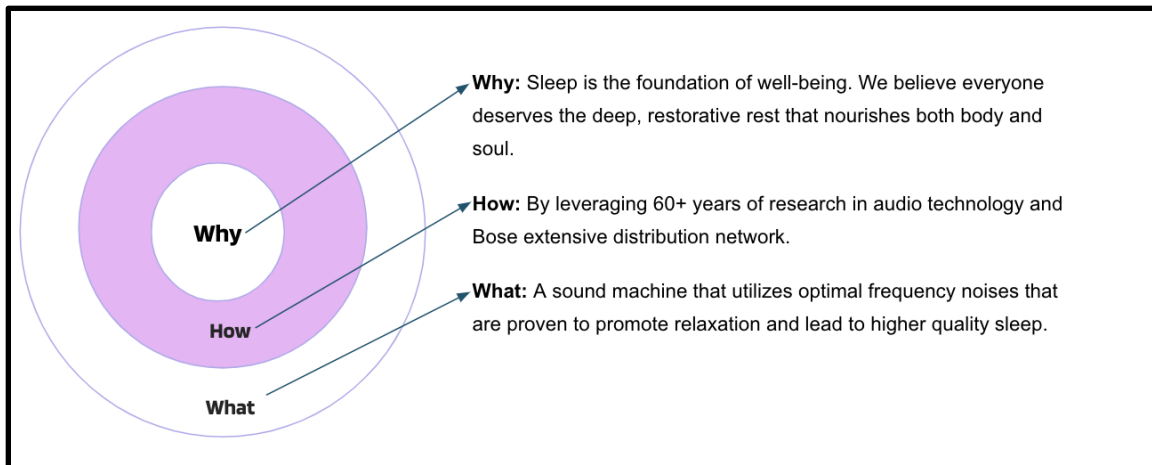


**Figure 8:** Google interest over time

The google trends data above shows how the rise of sleep issues correlates to and follows the same pattern as the search for sound therapy. While it may not be a situation of causality, it does show that there is an increasing curiosity surrounding these topics.

Geographically, the focus for SleepWave will be centered on urban and suburban markets in North America. Since SleepWave will be categorized as a premium product, Bose will focus on targeting areas with high technological adoption rates and where wellness trends catch on quickly.

### Positioning



**Figure 9:** Golden Circle positioning statement

**Market positioning statement:** For people who want to be the best version of themselves and live a healthy life, Bose SleepWave offers advanced technological sound therapy to help you get a good night's rest. Unlike other sleep aids on the market, Bose leverages 60 years of experience in sound to create optimal frequency noises to help you sleep longer. SleepWave transforms your sleep experience into a peaceful, rejuvenating ritual — because everyone deserves deep restorative rest.

## Product

**Jobs to Be Done:** SleepWave will present an alternative sleep aid option for consumers who struggle to fall asleep. The current products on the market offer solutions like lighting and sleep tracking, which offer insights but don't address the root cause of sleep issues. While sleep tracking can provide useful data, it doesn't help if you still can't fall asleep. SleepWave by Bose is built on proven frequency studies that are proven to actually put people to sleep. By using scientifically-backed sonic frequencies, our device actively aids in falling asleep.

SleepWave will be categorized as a specialty product. Since sleep is unique to every person, consumers will have a strong brand preference. Additionally, because this is an item that is intended to be used everyday, buyers will be less price-sensitive as they view this product as an investment into their health and wellbeing. Due to Bose's strong brand equity in sound technology, SleepWave is well-positioned to quickly become consumers' trusted sleeping aide. Our limited distribution and selectively targeted promotion will also classify SleepWave under a specialty product.



**Core Benefits:** The Bose experience featuring high quality sound technology designed to enhance daily lives

### **Actual Product:**

- Advanced sound therapy
- Ambient lighting

- Sleep tracking
- Sleek design
- High quality product

#### **Augmented Features:**

- Customer Repair Service: Customers experiencing any difficulties with their machines are encouraged to call Bose's customer service line and speak with a technician who can help address product issues.
- Product Support: Buyers can call the 1-800 number or text Bose with any questions on how to use their SleepWave.
- Warranty: Bose offers a 2-year warranty on all SleepWave machines.

### **Price**

**Value-Based Pricing Strategy:** The pricing strategy for SleepWave will be centered around its ability to deliver exceptional **perceived value** through top of the line, premium features and the already established reputation of Bose in the field of sound technology. Bose's main competitors are Hatch Restore and Philips SmartSleep, who offer light and very basic sound therapy. However, SleepWave offers the dual benefit of light and sound therapy integrated into a single device, coupled with advanced personalization options. This unique value proposition justifies a pricing range of \$249 to \$349, and aligns with consumer expectations of what a high-quality wellness product should be like.

To further validate this pricing, it's important we evaluate the pricing for our competition. Hatch Restore, a direct competitor, is priced between \$129 and \$179, offering basic sound and light features without advanced customization. Philips SmartSleep, a mid-market alternative, ranges from \$199 to \$299 but lacks the personalized sound environments and advanced tracking features that SleepWave delivers. In an adjacent market, wearable technology like the Oura Ring also has a high price point of \$299 to \$400, but they focus exclusively on sleep tracking. This gap in the market presents a unique opportunity for SleepWave to position itself as a premium product that bridges light/sound therapy, tracking and overall sleep wellness.



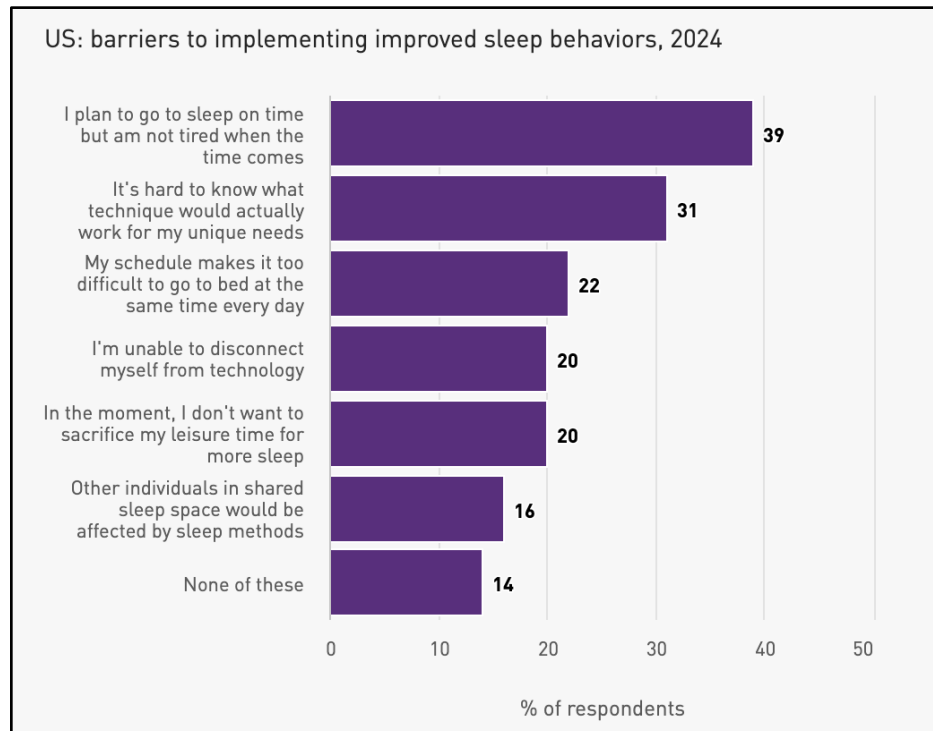


**Figure 10:** Value based price matrix

Competitor	Price (USD)gdsg	Feature Score	Notes
<b>Dodow</b>	59–89	20	Simple light therapy, no sound or tracking.
<b>Hatch Restore</b>	129–179	50	Light and sound, no personalization or tracking.
<b>Philips SmartSleep</b>	199–299	70	Light therapy, basic sound, clinically backed.
<b>Oura Ring</b>	299–400	75	Advanced sleep tracking, no therapy features.
<b>SleepWave by Bose</b>	249–349	90	Light and sound therapy, tracking, adaptive features.

**Figure 11:** Competitors of SleepWave

Taking a step back to our segmentation discussion, we saw that Millennials and Gen Z are more willing to invest in premium wellness solutions, justifying our pricing model. The chart below shows that 88% of respondents state that sleep quality is more important than quantity and 50% emphasize the importance of well-priced products, so we believe that our range of \$249-\$349 strikes a good balance between value and affordability (Mintel, 2024).



**Figure 12:** Consumer Attitudes and Behaviors Toward Sleep Improvement Products

SleepWave will offer two pricing tiers to cater to varying consumer needs:

1. A base model priced at \$249, which includes standard light and sound therapy, pre-loaded soundscapes, and app integration for basic sleep tracking.
2. A premium model at \$349, featuring customizable soundscapes, smart adaptive light therapy, detailed sleep analytics, and compatibility with smart home systems like Alexa and Google Home.

It is important to note that the customer's perception of value is critical to the success of this pricing strategy. As seen in Figure 5, 51% of respondents prioritize effectiveness and 50% prioritize quality and 37% consider good value (McKinsey, 2024). We believe that SleepWave addresses all three factors, ensuring that its pricing aligns with the expectations of our target customers and that the premium market position is well justified.

**Break Even Analysis:** Below, we have detailed the fixed costs, variable costs, pricing strategies and other calculations to perform a break even analysis for SleepWave. The assumptions were made from industry benchmarks, and assumptions we have made throughout this paper.

CATEGORY	BASE MODEL (\$249)	PREMIUM MODEL (\$349)	DETAILS/NOTES
SELLING PRICE PER UNIT	\$243	\$343	Net price after distributor margin (30%).
VARIABLE COSTS PER UNIT	\$80	\$80	Includes \$50 for materials and \$30 for labor.
CONTRIBUTION MARGIN (CM)	\$163	\$263	Selling Price - Variable Costs.
FIXED COSTS			
- R&D	\$500,000	\$500,000	Includes product development and trials.
- MARKETING/ADMIN EXPENSES	\$250,000	\$250,000	Launch promotions, campaigns, and admin.
- OVERHEAD	\$250,000	\$250,000	Logistics, manufacturing, and distribution.
TOTAL FIXED COSTS	\$1,000,000	\$1,000,000	Sum of R&D, marketing, and overhead.
BREAK-EVEN VOLUME (BEV)	5,317 units	3,717 units	

**Figure 13: Break Even Analysis**

**Fixed Costs (FC):** Since this is a new product and a new market for Bose, research and development will take a large portion of the budget. Developing such a highly personalized and

data-driven device requires cutting-edge research into adaptive algorithms, product design, and hardware testing. We have seen that similar R&D budgets for comparable products ranged between \$400,000 to \$600,000 so Bose will be allocating \$500,000.

Our marketing budget will focus on social media campaigns, influencer partnerships, and trial promotions. Bose must educate consumers on the product's value proposition, especially given the interviewee's comments about being cautious with premium-priced products unless they see clear benefits. We will be reserving \$250,000 for this section. Overhead and distribution costs will receive \$250,000. This includes logistics, e-commerce setup, partnership deals, salaries, utilities and other miscellaneous.

**Variable Costs (VC):** Variable costs increase with each unit produced. Based on cost breakdowns for similar consumer products, we decided to allocate \$50 in components such as LED lights, speakers for sound therapy and integration hardware for tracking and app connectivity. We will also be allocating a shipping charge of \$20 per unit. Finally we will be charging \$10 per unit for app updates, customer service and cloud storage for data tracking.

### **Bose proposes two pricing tiers**

1. **Base Model (\$249):** Offers core light and sound therapy features.
2. **Premium Model (\$349):** Includes advanced customization, tracking, and smart home compatibility.

### **Contribution Margin (SP - VC):**

- Base Model:  $\$249 - \$80 = \$169$  /unit
- Premium Model:  $\$349 - \$80 = \$269$  /unit

### **Break-Even Calculations**

*Base Model:*

$$\text{Breakeven Volume} = \frac{1000000}{169} = 5917 \text{ units}$$

$$\text{Breakeven Volume} = 5917 * 249 = \$1,472,333$$

*Premium Model:*

$$\text{Breakeven Volume} = \frac{1000000}{269} = 3718 \text{ units}$$

$$\text{Breakeven Volume} = 3718 * 349 = \$1,297,982$$

The \$249–\$349 pricing range offers a healthy contribution margin, with the premium model requiring significantly fewer units to break even.

Profit Margin Before and after Taxes for the first two years	Base		Premium	
	YR 1	YR 2	YR 1	YR 2
Total Sales in Dollars	\$ 1,743,000.00	\$ 2,091,600.00	\$ 2,443,000.00	\$ 2,931,600.00
Less: Variable Costs				
Direct Materials	\$ 50.00	\$ 60.00	\$ 50.00	\$ 60.00
Direct Labor	\$ 30.00	\$ 36.00	\$ 30.00	\$ 36.00
Contribution Margin (Sales - Variable Costs)	\$ 1,742,920.00	\$ 2,091,504.00	\$ 2,442,920.00	\$ 2,931,504.00
Less: Fixed Costs				
Marketing & Admin Expenses	\$ 500,000.00	\$ 313,740.00	\$ 366,450.00	\$ 439,740.00
Overhead & Other Fixed Cost	\$ 500,000.00			
Depreciation				
Total Fixed Costs	\$ 1,000,000.00	\$ 313,740.00	\$ 366,450.00	\$ 439,740.00
Net Profit (Contribution Margin - Fixed Costs)	\$ 742,920.00	\$ 1,777,764.00	\$ 2,076,470.00	\$ 2,491,764.00
Gross Profit Margin (Contribution Margin / Sales)	100%	100%	100%	100%
Net Profit Margin (before tax) Net (Profit / Sales)	43%	85%	85%	85%
Net Profit after tax	\$ 482,898.00	\$ 1,155,546.60	\$ 1,349,705.50	\$ 1,619,646.60

**Figure 14: Projected Profit Margins and Financial Performance: 2024–2025**

The table above outlines the projected financial performance of SleepWave's Base and Premium models with the assumption that we will be selling 10,000 units of each model in the first year and more sales growth in the second year. The data is important as it showcases the scalability of the business. The comparison between the Base and Premium models highlights

the Premium model's superior profitability due to its higher contribution margin per unit, which means that overall the premium model is a critical driver of overall financial success of this product.

### **Place**

**Vertical Marketing Channel:** As a brand, Bose operates under a vertical marketing channel and will continue the same distribution for SleepWave. All SleepWave machines will be manufactured by Bose. In addition to Bose's own distribution channels, we will continue to leverage existing retail partnerships with BestBuy and Target for the introduction of SleepWave. This tight control in distribution allows Bose to maintain control over the brand experience. Since finding the right sleep solutions is important, we want retailers to be well-versed in SleepWave's benefits and features. With a select number of retailers, Bose will be able to provide training to the retailers who will ultimately be selling products. Additionally, Bose will rely on our traditional owned channels such as Bose.com and brick-and-mortar stores to distribute the product.

### **Promotion**

In order to sell SleepWave we will first need to understand our target customers' user journey.

**Figure 15:** Consumer Journeys to SleepWave



Elena has just moved to NYC from Wisconsin for her first job after college. She is not used to the sounds of the city and has been having difficulty getting a good night's rest. She is constantly being woken up by sounds outside her apartment and wants to block out the noise. Elena has opted for putting her noise cancelling headphones on at night but is looking for a better long-term solution.

**Attention:** Elena is having a hard time falling asleep in her new NYC apartment and decided to listen to a “white noise” playlist she found on Spotify. She quickly learns how annoying trying to sleep with headphones is and begins her search for noise cancelling alternatives.

**Consideration:** She began seeing options for Bose SleepWave and is familiar with Bose noise cancelling technology and trust the sound technology.

**Purchase:** After reading about SleepWave on Bose.com she decides the added health benefits and sleep tracking/ambient lighting tech would be a great addition to her life.

**Loyalty:** After purchase, Mindy received an email for 20% off her next purchase.



Mindy is a sophomore in college who currently has trouble sleeping at night. She is constantly worrying about school and has been taking melatonin for the last 3 months to help her sleep. Lately Mindy has noticed that she is having nightmares which is a common symptom of taking melatonin. Mindy is currently on the market for an alternative sleep aid solution.

**Attention:** Mindy wanted to understand the negative side effects of melatonin and decided to do some research on it. After finding the long list of side effects she decided to search for other sleep aid alternatives.

**Consideration:** She began seeing options for sleep technology and read reviews as well as looked through Tik Tok for any reviews and product walkthroughs.

**Purchase:** After comparing options, Mindy liked Bose’s superior sound technology and customizable options and decided to purchase her SleepWave on Bose.com.

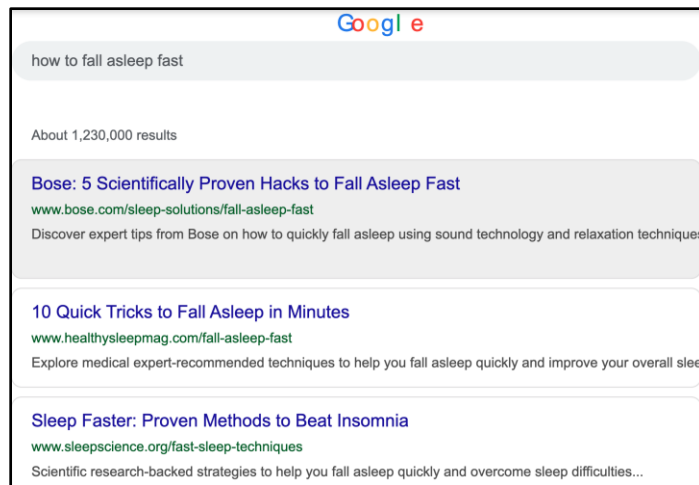
**Loyalty:** After purchase, Mindy received an email for “How to set get the most out of your new SleepWave machine”.

	<u>Marketing Objectives</u>	<u>KPI's</u>
<u>Awareness</u>	Drive Awareness to SleepWave by Bose	Google SEO ranking
<u>Consideration</u>	Leverage Bose brand equity Build superiority over other sleep	Site Visits, CTR

	aid alternatives	
<b><u>Purchase</u></b>	Capture 5% of market share during the first 12 months of sale	Sales Revenue
<b><u>Loyalty</u></b>	Increase customer satisfaction	Respond to customer queries with 24 hours

**Figure 16:** ACPL

framework



**Figure 17:** Google SEO Ranking

**Owned Media:** When people are restless, Google is the go-to place to find quick solutions. We found that there is generally a spike in searches for sleep terms between the hours of 12am-5am. In general, people were searching for quick-fix solutions and emphasized time-related queries such as “how to fall asleep in 5 minutes”. Using a combination of terms, educational content had a high return in search hierarchy. To drive consideration, Bose will develop educational owned media content to drive traffic to Bose.com. The content created will be evergreen since we want this piece to live on the website over an extended period of time.

**Paid Media:** For the launch of Bose SleepWave, Bose will prioritize social media marketing focusing on channels like Instagram, Tik Tok, and Facebook.



## Campaign Idea : Reclaim your Nights

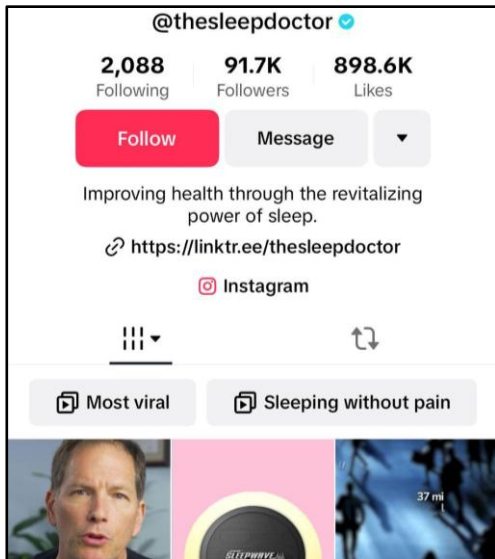
In order to make SleepWave more popular and widely adopted, we propose launching a special long-term campaign leveraging Bose's already recognized and trusted brand presence. We would like to introduce the "Reclaim Your Nights campaign". It is a bold



initiative meant to establish SleepWave by Bose as the ultimate solution for better sleep and overall well-being. There will be an extreme focus on empowering individuals to take control of their nights and, in turn, their lives. It will be the perfect blend of emotional storytelling with science-backed technology that will resonate deeply with people who prioritize self-care.

**Campaign Strategies:** The main tagline for this will be "Reclaim your Nights", and it will include the following execution methods:

- **Visual Storytelling:** Short films featuring diverse individuals overcoming sleep struggles with the help of SleepWave.
- **Social Media Hashtags:** #ReclaimYourNights encourages user-generated content about overcoming issues with sleep.
- **Partnerships:** Collaborate with mental health advocates, sleep clinics, and influencers to spread the message of Bose's efforts as a well-being product.

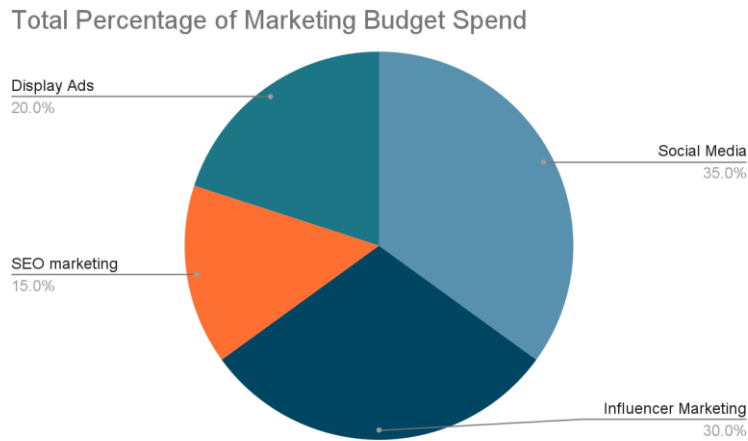


**Influencer Marketing:** Partnering with mid-tier sleep content creators such as the Sleep Doctor on TikTok. The Sleep Doctor makes videos educating followers on the importance of sleep and ways to improve sleep health. Dr Micheal Breus is a key opinion leader in the sleep therapy industry. His account's purpose is to improve health through revitalizing the power of sleep, which stands in line with Bose's mission for creating SleepWave.

**Earned Media:** In addition to a paid influencer campaign, Bose will give SleepWave to somnologists and educate them on Bose's mission and why they're entering the sleep aid market. In addition, Bose will provide product demonstrations and dedicate staff to helping key opinion leaders set up their Bose SleepWave and explain the benefits and features.

**B2B Marketing:** SleepWave will primarily be focused on direct-to-consumer (DTC) marketing. However, Bose also aims to collaborate with key partners to drive awareness and expand the reach of its new sleep technology. Bose is aware that companies are increasingly offering health and wellness stipends for employees and presenting more in-office relaxation options such as meditation rooms. To start, Bose will partner with employers who offer a Health Savings Account for their employees. Since we understand most of our target consumers are within the working age, we want to create an affordable option for them to get access to a Bose SleepWave.

## VII. Budget Summary



**Figure 18:** Marketing budget percentage spent

Bose will allocate a budget of \$250,000 for digital marketing in the first year of the product's life. This budget is specifically allocated for product marketing as this is a new product for Bose and will need its own campaigns separate from the brand equity campaigns. Broken down specifically, Bose will spend a majority of marketing dollars on social media with 35% of the total budget. The next largest spend will be on influencer marketing with 30% of overall budget spent. Because Bose is planning on gifting KOL's their own SleepWave devices, we anticipate this will lower the cost of paying influencers since gifting the product would be less expensive. For the influencers Bose selects, the focus will be on select mid-tier influencers whose brand aligns with SleepWave. 20% of the budget will be spent on display ads and the remaining 15% of SEO marketing.

**Future Outlook:** SleepWave's launch is just the beginning of Bose's move into the wellness sector. As the product gains popularity, there's room to grow by creating models for specific groups like kids, seniors, and travelers. Future versions could include advanced features, such as AI for learning sleep patterns or syncing with health devices to keep the product innovative and relevant. Expanding into business partnerships such as wellness programs, corporate

health initiatives, or luxury hotels will also make SleepWave a key tool for improving sleep in different settings. Adding a subscription service for features such as sleep “coaching” could also generate relevant income and keep users engaged. Internationally, SleepWave can enter markets in Europe and Asia, customizing its approach to fit local preferences and needs. As awareness of sleep tech grows, Bose is well-placed to stay in a pioneering position through innovation, education, and strategic alliances.

## **VIII. Conclusion**

Bose SleepWave is a major step forward in sleep aids, combining sound and light therapy with Bose’s trusted expertise in audio. It’s a tool for better health and well-being. With its thoughtful design and focus on user needs, SleepWave addresses both the physical and emotional challenges of poor sleep, helping users reclaim their nights and improve their daily lives. By focusing on the causes of poor sleep and offering a scientifically backed, personalized solution, SleepWave sets itself apart in the market. Beyond initial sales, the product’s impact will be reflected in consumer satisfaction and long-term adoption, further solidifying Bose’s position as a leader in wellness innovation. With this plan, Bose is set to reshape sleep technology and bring its legacy of innovation into the wellness market. SleepWave will become a key part of Bose’s wellness lineup, opening the way to establish the brand as a leader in sound and wellness technology. With its blend of sound therapy, sleek design, and innovative technology, SleepWave isn’t just about improving sleep, it’s about upgrading lives and shaping the future of wellness.

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