Homework #4: Brand Premium

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Choose another product with similar economics (low cost to manufacture, ability to premium brand) and imagine what kind of a brand would allow for the firm to capture premium pricing. Describe the brand you envision. How much more, above current market prices, do you think you could charge? How do you know? Compose a response in about one page:

As a company, Laudate, we have decided that for this assignment we will work on creating a Premium Product under the name Aura Smile that provides the luxury market with very inexpensive products ($10-$20 per toothbrush as per emails with Cinoll, a toothbrush manufacturer) with acceptable durability with cheap parts. With a large influencer marketing campaign that pushes the “Aura” lifestyle of perfect teeth and a *pearl* smile, we can create the luxury lifestyle that they wish and aspire for, with the help of Aura Smile.

If we look to envision the brand for positioning, we aim to focus the brand on bringing in those that would like to have high-end self care, as well as focus on luxury products, and eco-friendly and sustainable products. The main focus of the brand is to provide Aura Smile’s clients a premium and luxury feeling product that helps provide them with the lifestyle they are looking for. As we focus on luxury branding, we can bring in luxury influencers and supermodels to live in a fantasy land and give them the advertisement position of living in a perfect world that would be out of reach if not for Aura Smile. Finally we should push as a brand to follow through with the eco-friendly model of Laudate to bring the best products with the most sustainability possible within the production of those products.

For branding, we can use the *deconstructed*, as they would say in fine dining, vision of impossible floating objects and shapes in a smooth and sleek pearl and cream-white color set. Large smiles and beautiful people with perfect teeth along with the floating objects. We can cycle in influencers to smile for the cameras and wear luxury clothes in abstract and deconstructed spaces. The more floating impossible objects, the better. Blurs can set the tone, to keep items looking more and more perfect without them actually being perfect. Bounces and slow floats for the impossible floating objects can set the tone and the motion of the advertisement campaigns. As long as the lifestyle we are selling is impossible and a fantasy-land, then we are selling the premium products right. We have an image reference in the “Sources” of this assignment.

The products can be manufactured by Cinoll, a well known private-label toothbrush manufacturer in the industry. These toothbrushes would come from the factory with the sonic base, extra brushes, and a charging base. The branding would be luxury and could include a folding flap with a magnet that allows for easy visibility of more branding for the company. The product can be cheaply made, according to the email I have had with them, from China and shipped to the United States with eco-friendly sustainable methods that align with the needs and wants of Laudate, especially the price range between $10 - $20 per product. These products are then sold at retail price of $180. Given that it is more than 900x the base price, I would say it would be a great profit.

Sources

SVG-campus. (2024). *A luxury branding concept for an electric toothbrush brand named*

*'Aura Smile'* [Image]. GitHub. [https://raw.githubusercontent.com/SVG-campus/](https://raw.githubusercontent.com/SVG-campus/Campus-BUSN.-160-Principles-of-Marketing-Fall-2024-/refs/heads/master/Assignments/Homework/%234%3A%20Brand%20Premium/Images/A%20luxury%20branding%20concept%20for%20an%20electric%20toothbrush%20brand%20named%20'Aura%20Smile.'.webp)

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[Assignments/Homework/%234%3A%20Brand%20Premium/Images/](https://raw.githubusercontent.com/SVG-campus/Campus-BUSN.-160-Principles-of-Marketing-Fall-2024-/refs/heads/master/Assignments/Homework/%234%3A%20Brand%20Premium/Images/A%20luxury%20branding%20concept%20for%20an%20electric%20toothbrush%20brand%20named%20'Aura%20Smile.'.webp)

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