

# F29 & F29 Pro ARS Report

2025-3-27

QL: 8 [Local Colleagues]

QT: WIP by Jarod

执行回顾

Research Design– Route Trainers

Fieldwork Timeline	4 Days F29 [26 <sup>th</sup> – 29 <sup>th</sup> March 2025]				4 Days F29 Pro [1 <sup>st</sup> – 4 <sup>th</sup> April 2025]			
Target Cities & Participating members	Sno.	Region	City	Responses	Sno.	Region	City	Responses
	1	North	Delhi, Noida, Gurugram	400 Responses 10 RT from each region 10 from each city  Acceptor: 60 Rejecter: 40	1	North	UP East (Lucknow)	400 Responses 10 RT from each region 10 from each city  Acceptor: 60 Rejecter: 40
	2	South	Tamil Nadu (Chennai)		2	South	Karnataka (Bangalore)	
	3	East	Maharashtra (Mumbai)		3	East	Gujarat (Ahmedabad)	
	4	West	Odisha(Bhubaneswar)		4	West	West Bengal (Kolkata)	
Research Methodology	<ul style="list-style-type: none"><li>Each route trainer need to conduct 10 customer interviews (6 acceptor and 4 rejecter).</li><li>Training will be given to Route trainers so that they can capture correct customer response.</li><li>Training team needs to create a WhatsApp group to manage all the route trainers identified for the study &amp; for quick resolution of their queries</li><li>Link will be shared with concerned Training manager who will be responsible to ensure the quality of the responses filled.</li></ul>							

Research Design– Oppo India Employees

Fieldwork Timeline	3 Days F29 [26 <sup>th</sup> – 28 <sup>th</sup> March 2025]					
Target Cities & Participating members	S.No	Region	Cities	Lead coordinator	Team members	Sample size
	1	North	Rajasthan (Jaipur)	Aseem	Abhilash Shivam	150 Responses 25 in each city  Acceptor: 18 Rejecter: 7
	2	South	Karnataka (Bangalore)	AB	Sheyash Srivastava Swati	
	3	West	Maharashtra (Mumbai)	Akriti	Sheetal Samlara	
	4	East	West Bengal (Kolkata)	Ksithij	Mansi Deb	
	5	North	UP West ( Merrut/Muzaffarnagar/Bagpat)	Shresheth	Ayush Utkarsh	
	6	West	Madhya Pradesh (Indore)	Abhinav	Naveen M Sunny Peter	
Research Methodology	<ul style="list-style-type: none"><li>Each team need to <b>contact SD' s &amp; pre identify their target clusters in their specific cities</b> and are expected to do customer interviews (Quantitative) at the stores [GT &amp; MT].</li><li>For Quantitative interviews, a link will be provided which will be used to capture customer feedback.</li><li>Additionally, team should <b>try to identify 5-10 customers</b> in their zones who could give us a <b>detailed qualitative feedback</b>. (Through zoom link) – Gifts will be provided <i>[Consumer recruitment for future researches]</i></li><li>During stores visit, team needs to <b>capture all the 4P' s at the stores</b> [Report format will be shared]</li></ul>					

Research Design– Oppo India Employees

Fieldwork Timeline

4 Days F29 Pro [31<sup>st</sup> – 3<sup>rd</sup> April 2025]

Target Cities & Participating members

S.No	Region	Cities	Lead coordinator	Team members	Sample size
1	North	UP East ( Lucknow)	Komal	Peter Subhani	150 Responses 25 in each city  Acceptor: 18 Rejecter: 7
2	South	TN (Chennai)	Abhinav	Jaspreet	
3	West	Gujrat (AHM)	Sonu	Varun	
4	East	Bihar (Patna)	Mansi	Supriya	
5	East	Odisha (Bhubaneswar)	Priyanka	Samira	
6	South	Kochi	Shresheth	Sheetal Shivam	

Research Methodology

- Each team need to **contact SD' s & pre identify their target clusters in their specific cities** and are expected to do customer interviews (Quantitative) at the stores [GT & MT].
- For Quantitative interviews, a link will be provided which will be used to capture customer feedback.
- Additionally, team should **try to identify 5-10 customers** in their zones who could give us a **detailed qualitative feedback**. (Through zoom link) – Gifts will be provided **[Consumer recruitment for future researches]**
- During stores visit, team needs to **capture all the 4P' s at the stores** [Report format will be shared]

# 执行回顾

Location	F29	F29 Pro
样本量	250	205
Delhi NCR	58	
Chennai	72	
Mumbai	58	
Bhubaneshwar	62	
Lucknow		43
Bangalore		36
Ahmedabad		55
Kolkata		71

Type of Outlet	F29	F29 Pro
Multi Brand Store/ GT Store	77.02%	85.78%
OPPO Exclusive Store	2.42%	2.94%
Modern Trade (Croma, Sangeeta, Reliance etc.)	20.56%	11.27%

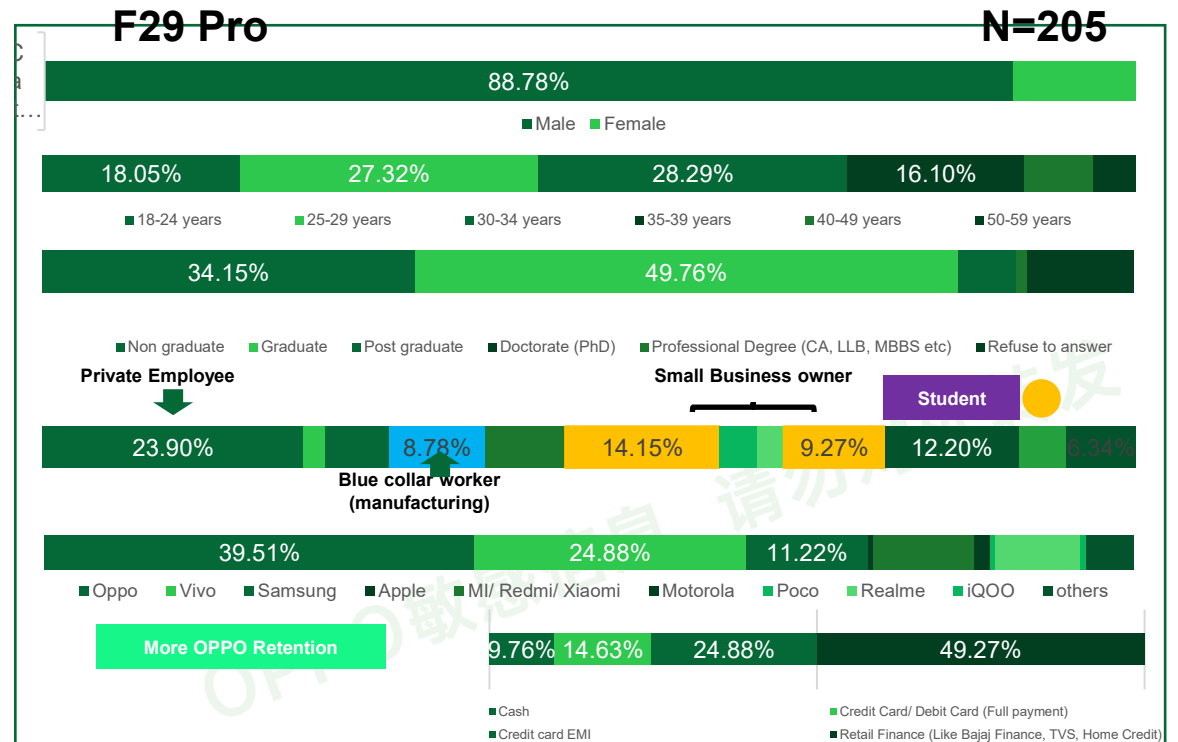
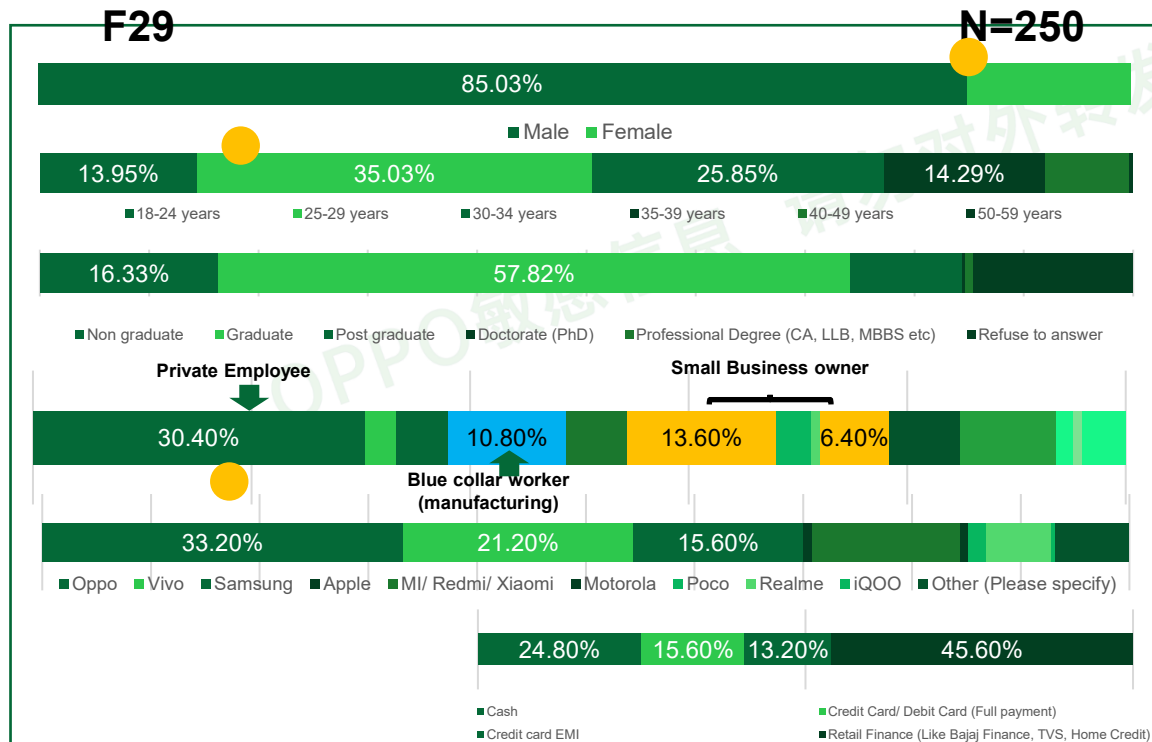
RAM+ROM	F29	F29 Pro
8/128 GB	39.20%	22.44%
8/256 GB	60.80%	48.29%
12/256 GB		29.27%

# 购买者画像

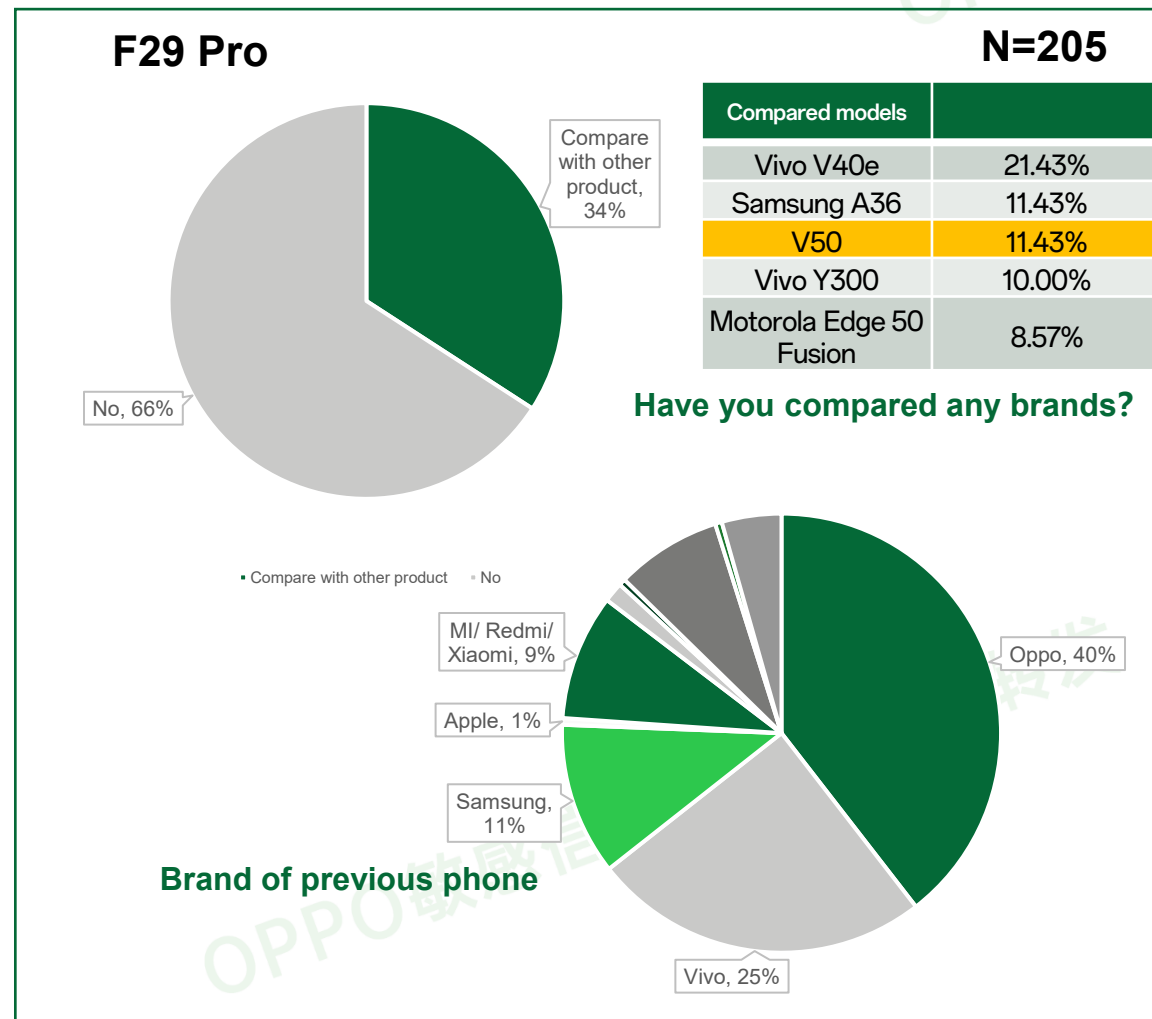
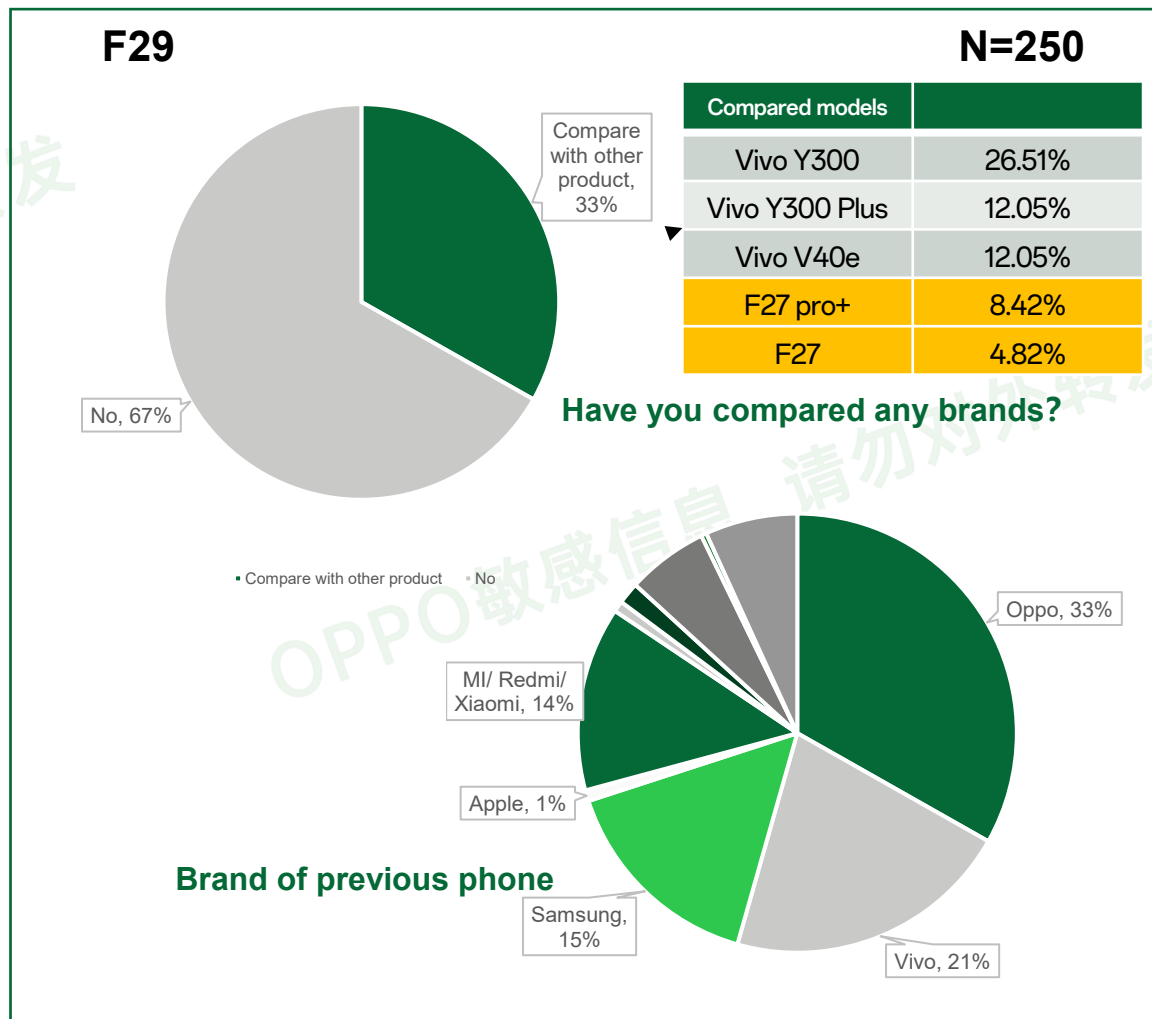
- ◆ F29购买者画像：男性85%；25-29 35%，30-34 26%，35-39 14.3%；  
白领 30%，小商贩17.2%，制造业蓝领10.8%，家庭主妇8.6%，政府雇员4.6%，学生6.4%；  
上一台手机：OPPO 33%，VIVO 21%，SS 16%；8+256G 占比60%

Demography : Male ~85%, 25-29 y.o. ~35%, 30-34 y.o. ~26%, 35-39 y.o. 14.3%; White collar ~30%, Small/Micro Business man 17.2%, Blue Collar(M)~10.8%, House wife 8.6%, Government employee ~4.6%, Student 6.4%.  
Last phone brand :33% from OPPO, 21% from VIVO, 16% from SS .

- ◆ F29 pro购买者画像：男性89%；25-29 27%，30-34 28%，35-39 16%；  
◆ 白领 24%，小商贩24%，制造业蓝领8.78%，家庭主妇4.3%，政府雇员3.4%，学生12%；  
◆ 上一台手机：OPPO 39%，VIVO 25%，SS 11%；8+256 48%，12+256 30%
- ◆ Demography : Male ~89%, 25-29 y.o. ~27%, 30-34 y.o. ~28%, 35-39 16%, White Collar ~24%, Small/Micro Business man 24%, Blue Collar(M)~8.78%, House Wife ~4.3%, Government employee ~3.4%, Student ~12%.
- ◆ Last phone brand :39% from OPPO, 25% from VIVO, 11% from SS

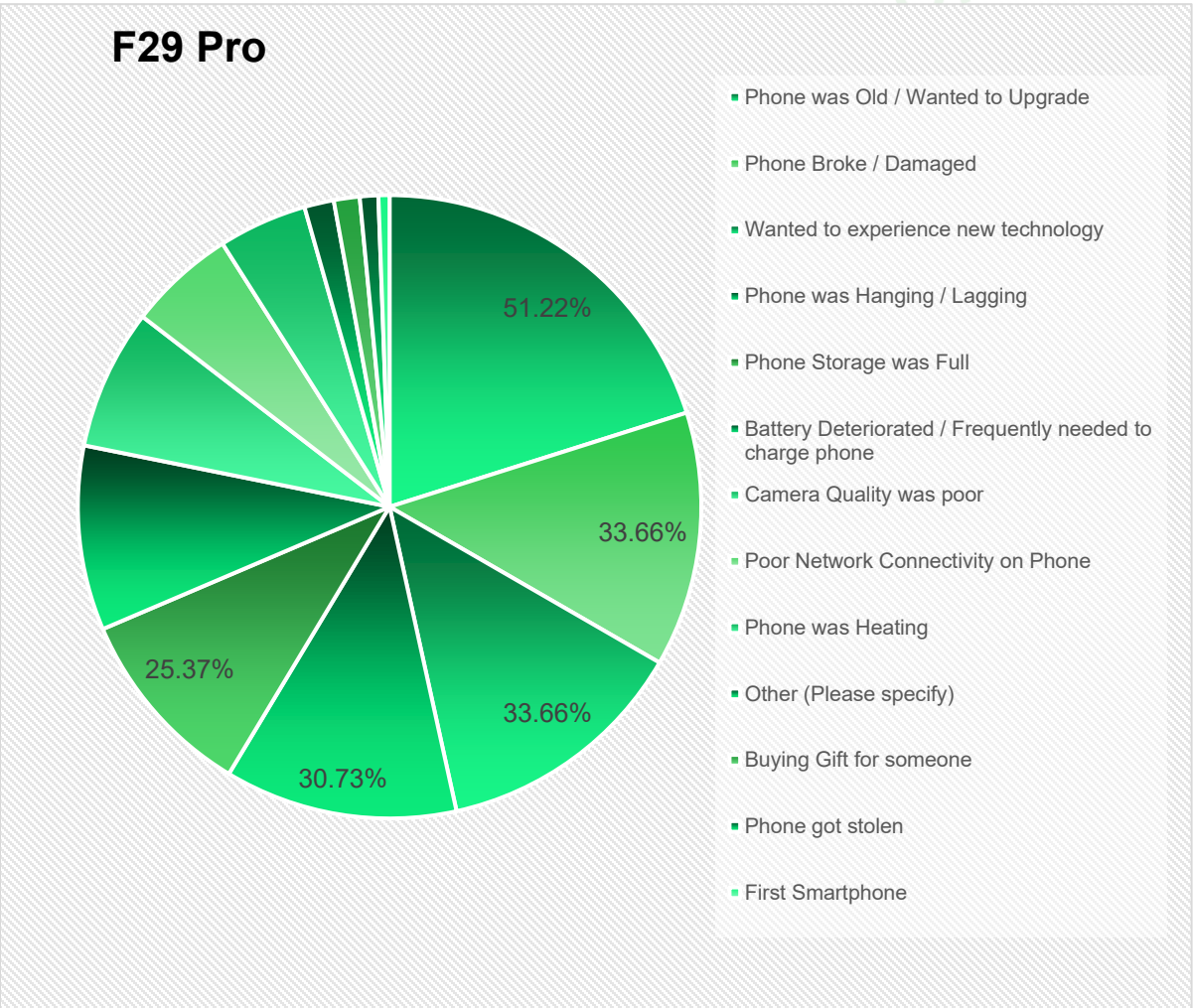
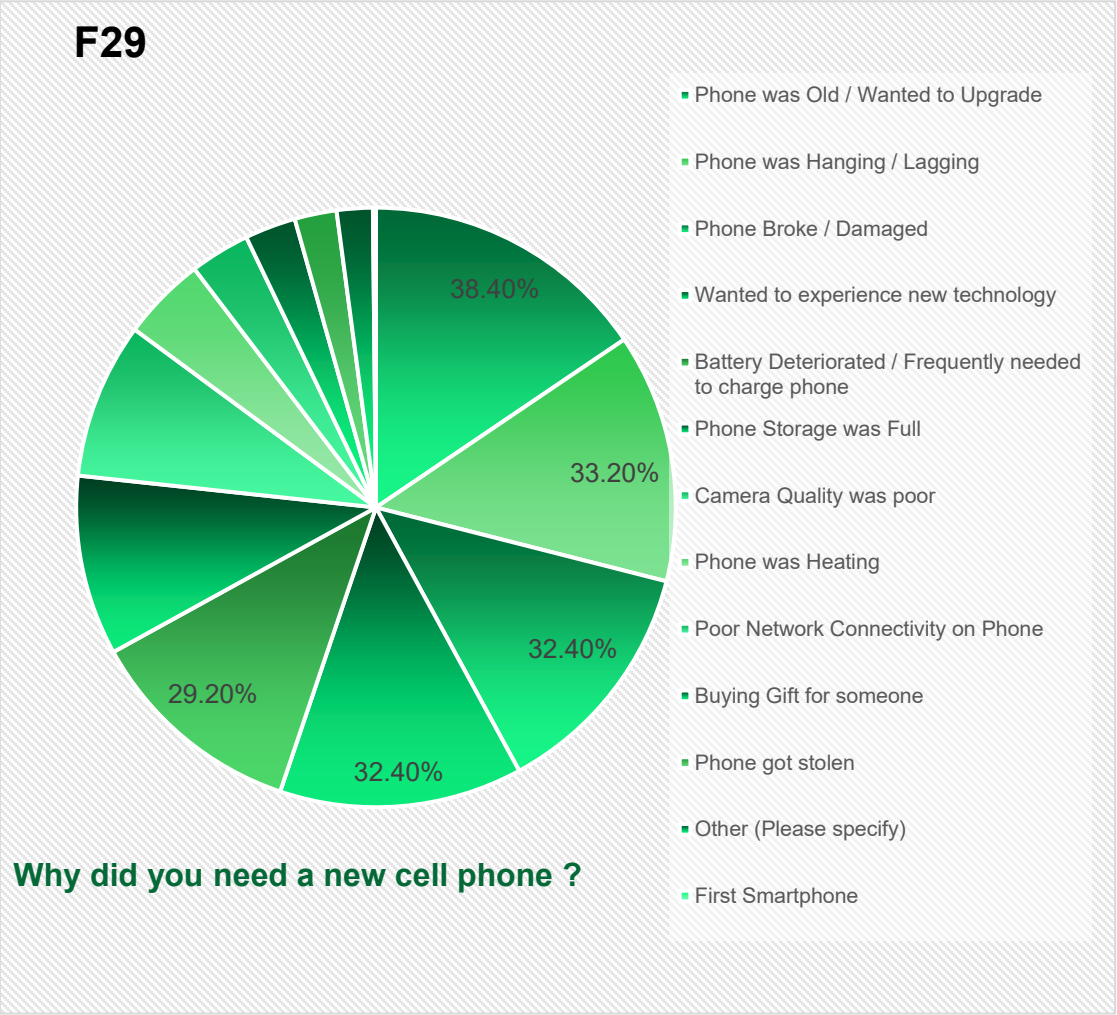


- 均有超过66%的用户没有对比过其他产品，便购机  
Over 66% of buyers did not compare other products when purchasing a new one.  
比较过竞品的产品集中在Vivo品牌 40%，F29有对比本品F27系列，F29 Pro对比过Vivo V50占比超过10%  
In the pool which compared with, there are more than 40% is VIVO brand.



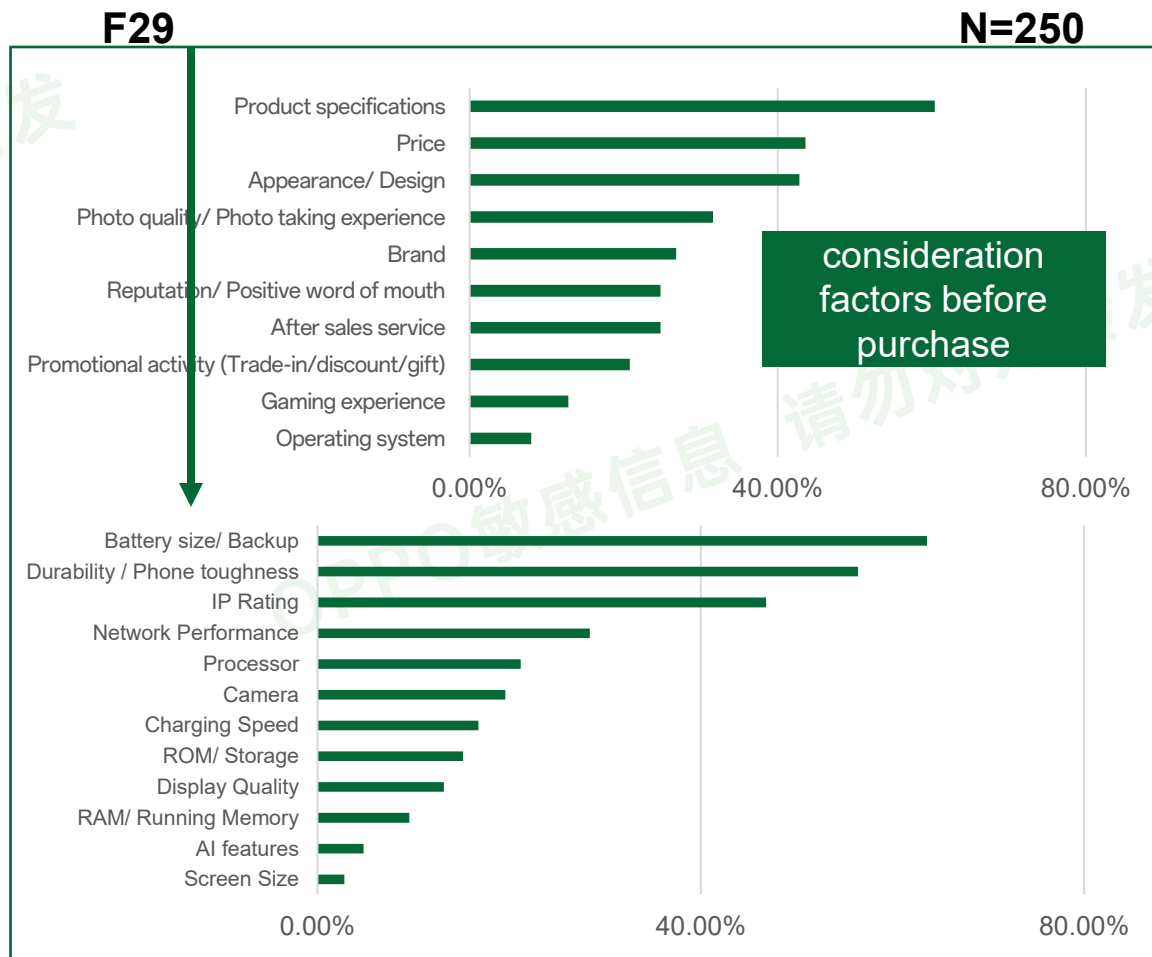
购买新机的主要原因是旧手机要升级，因为卡顿/破损/享受新科技升级的用户也都超过30%

The main reason for purchasing a new mobile phone is that the old one needs to be upgraded. The proportion of users who buy a new phone due to issues like lagging, damage, or the desire to enjoy new technological upgrades all exceeds 30%.



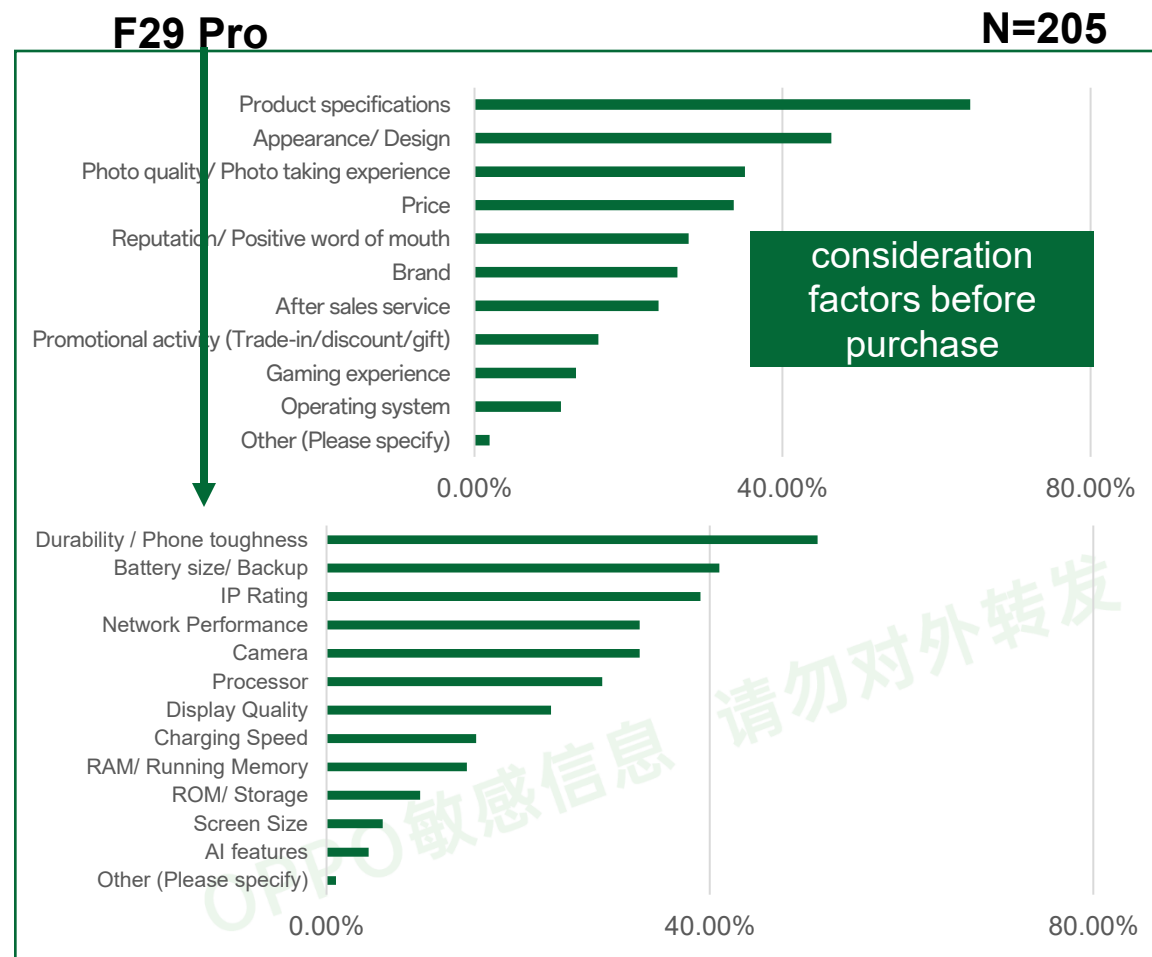
- F29 购买者购买考虑因素集中于：产品配置、**价格**、外观&设计、拍照体验；产品配置中电池大小，耐用，防水，信号是TOP4的考虑因素

For F29 buyers, consideration Factors are :product configuration, price, appearance & design, and photography experience. Among the aspects of product configuration, battery capacity, durability, water resistance, and signal quality are the top four considerations.



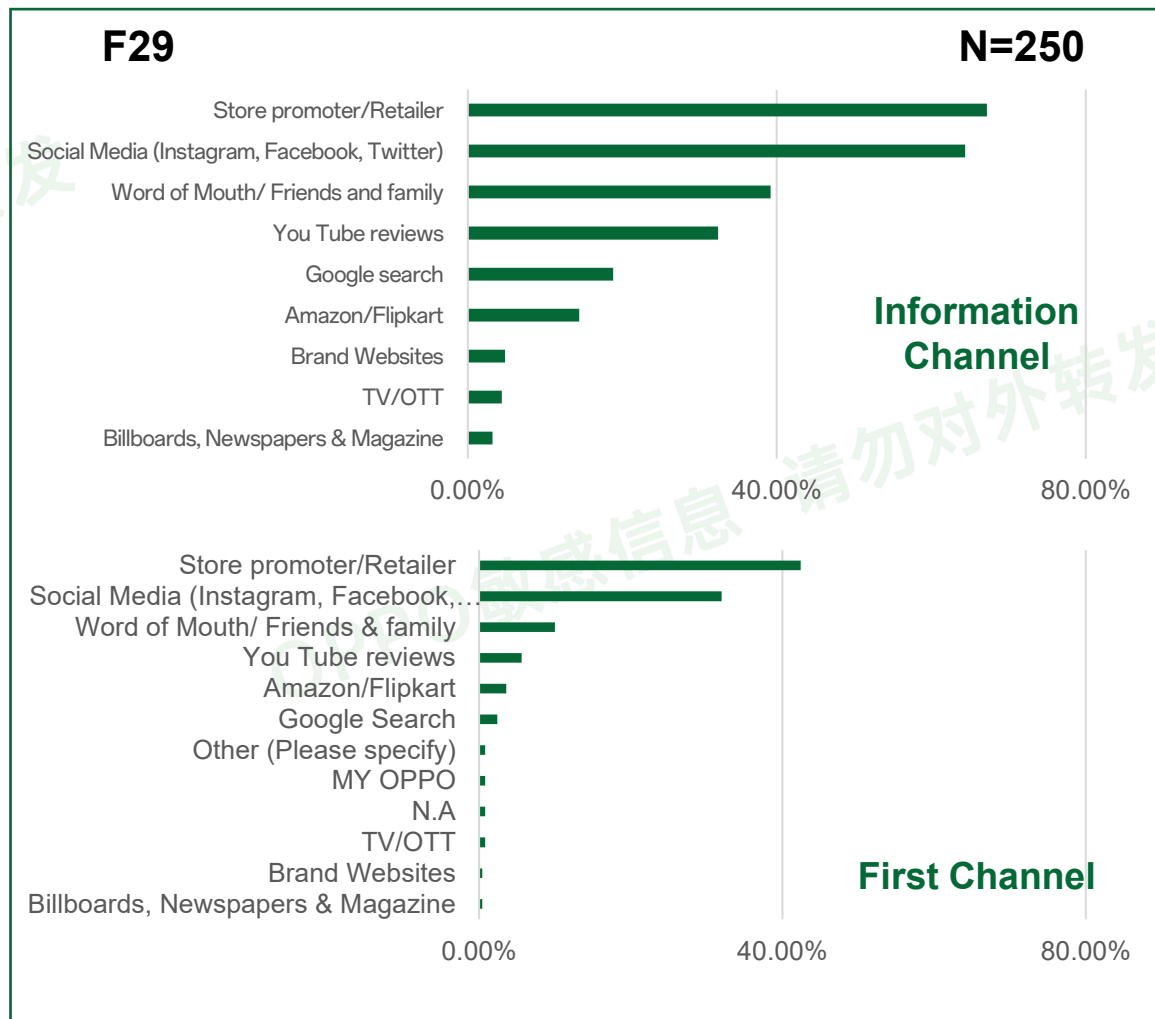
- F29 PRO 购买者购买考虑因素集中于：产品配置、外观&设计、拍照体验、**价格**；产品配置中耐用，电池大小，防水，信号是TOP4的考虑因素

- For F29 Pro buyers, consideration Factors are :product configuration, appearance & design, , and photography experience ,price. Among the aspects of product configuration, durability, battery capacity ,IP Rating and signal quality are the top four considerations.

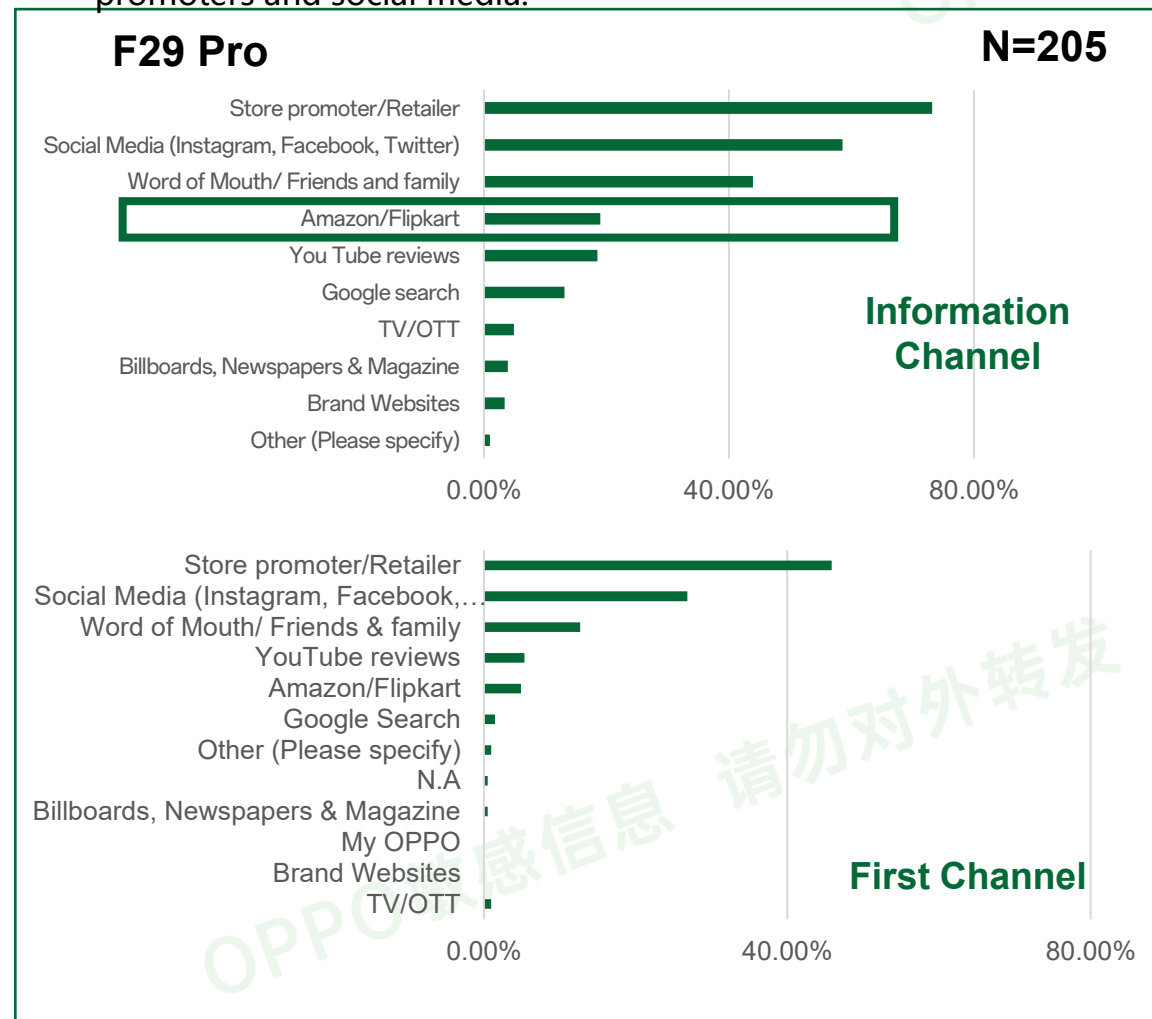




- 购机用户的媒体接触情况，以**促销员，社媒，口碑，YouTube 测评**为主；第一渠道以**促销员，社媒**为主  
Promoters, social media, word - of - mouth (WOM), and YouTube reviews are the main information channels for F29 buyers.  
The primary information channel for F29 awareness is through promoters and social media.



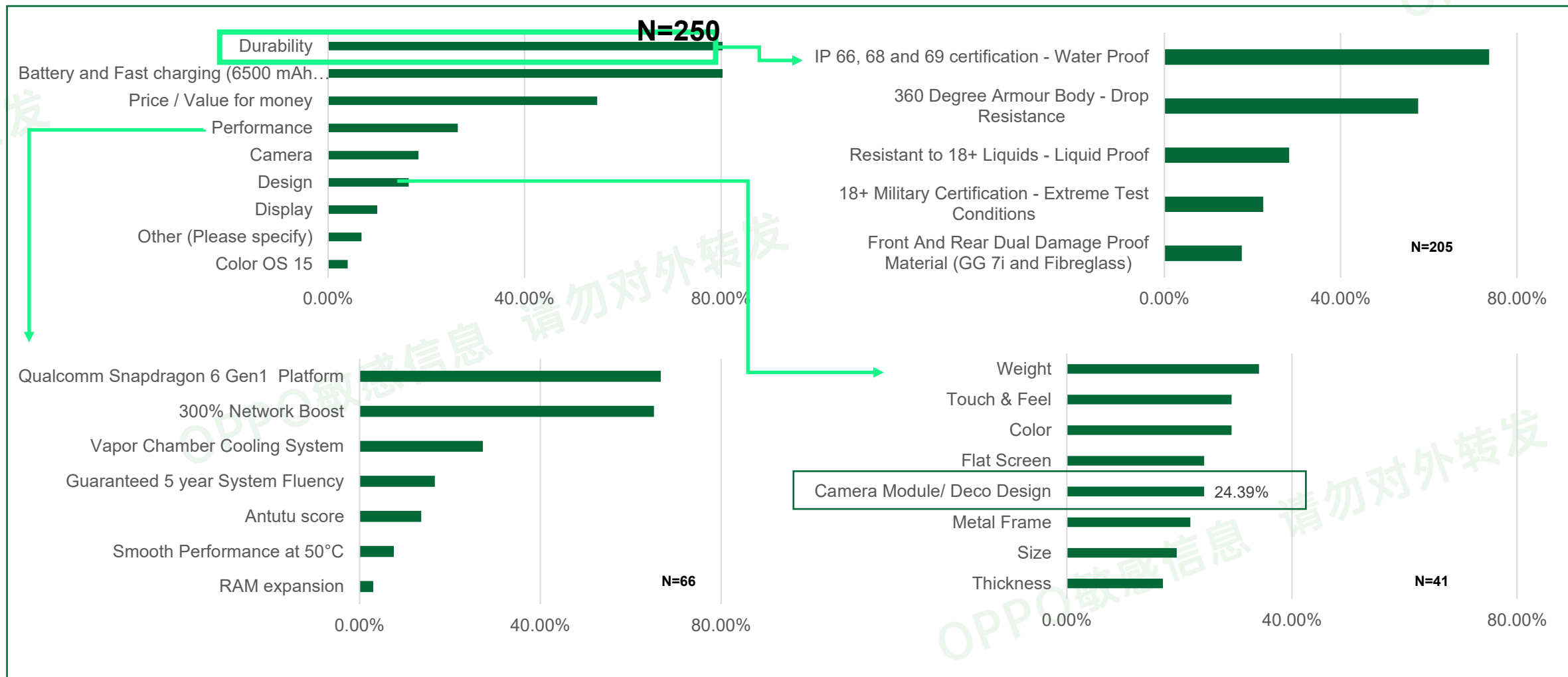
- 购机用户的媒体接触情况，以**促销员，社媒，口碑，Amazon/Flipkart 和YTB**为主；第一渠道以**促销员，社媒**为主  
Promoters, social media, word - of - mouth (WOM), and Amazon/Flipkart are the main information channels for F29 Pro buyers.  
The primary information channel for F29 Pro awareness is through promoters and social media.





- F29的购买者，认可F29的耐用，电池，和性价比  
耐用：IP认证，全面防护，18种防水，外观排名第六

The Key Buying Factors (KBFs) of the F29 are durability, battery life, fast - charging capability, and value for money. In the durability aspect, the key points are IP rating, armour - like body, and resistance to 18+ types of liquids.



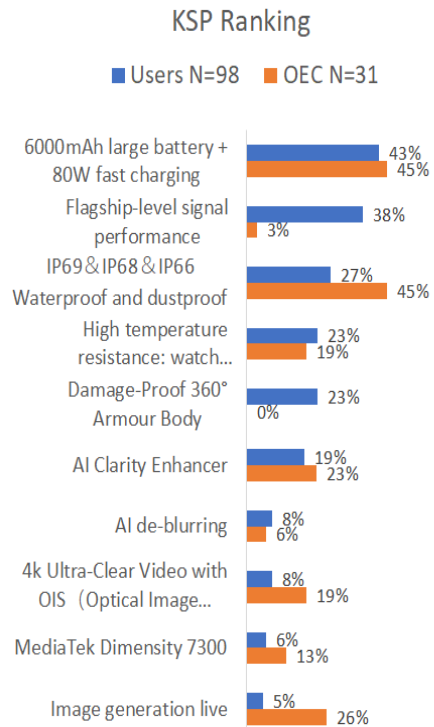
和前调，基本吻合

根据前后调发现，网络/信号 这个卖点，消费者很需要，但是OEC评价不高，在ARS调研中，呈现的数字也不高。  
思考：可能是OEC没有很好的表达信号这个卖点，导致用户没有很好的了解这个卖点的价值。寻求基于场景去介绍卖点，用消费者语言。另外也要考虑二波流，“只有用了才说好”

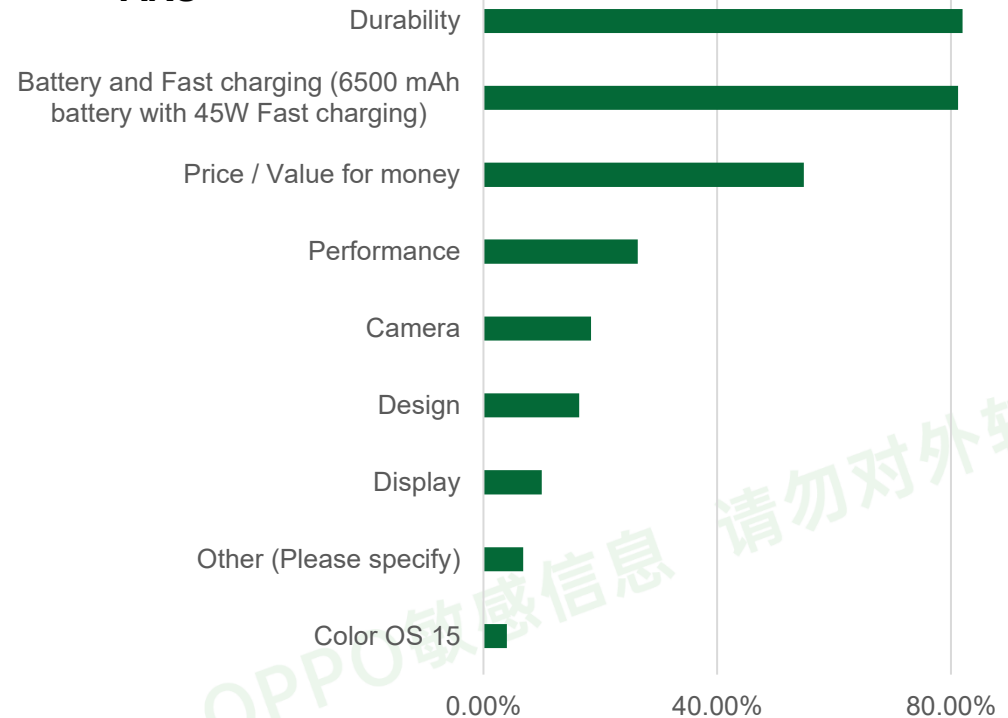
According to the pre- and post-research, it is found that consumers have a great need for the selling point of network/signal. However, the OEC evaluation is not high, and the figures presented in the ARS research are also not high.

Thoughts: It is possible that the OEC has not well expressed the selling point of the signal, resulting in users not having a good understanding of the value of this selling point. Seek to introduce the selling point based on scenarios and use consumer language. In addition, the second-wave effect should also be considered, that is, "only after using it can one say it's good".

## 前调

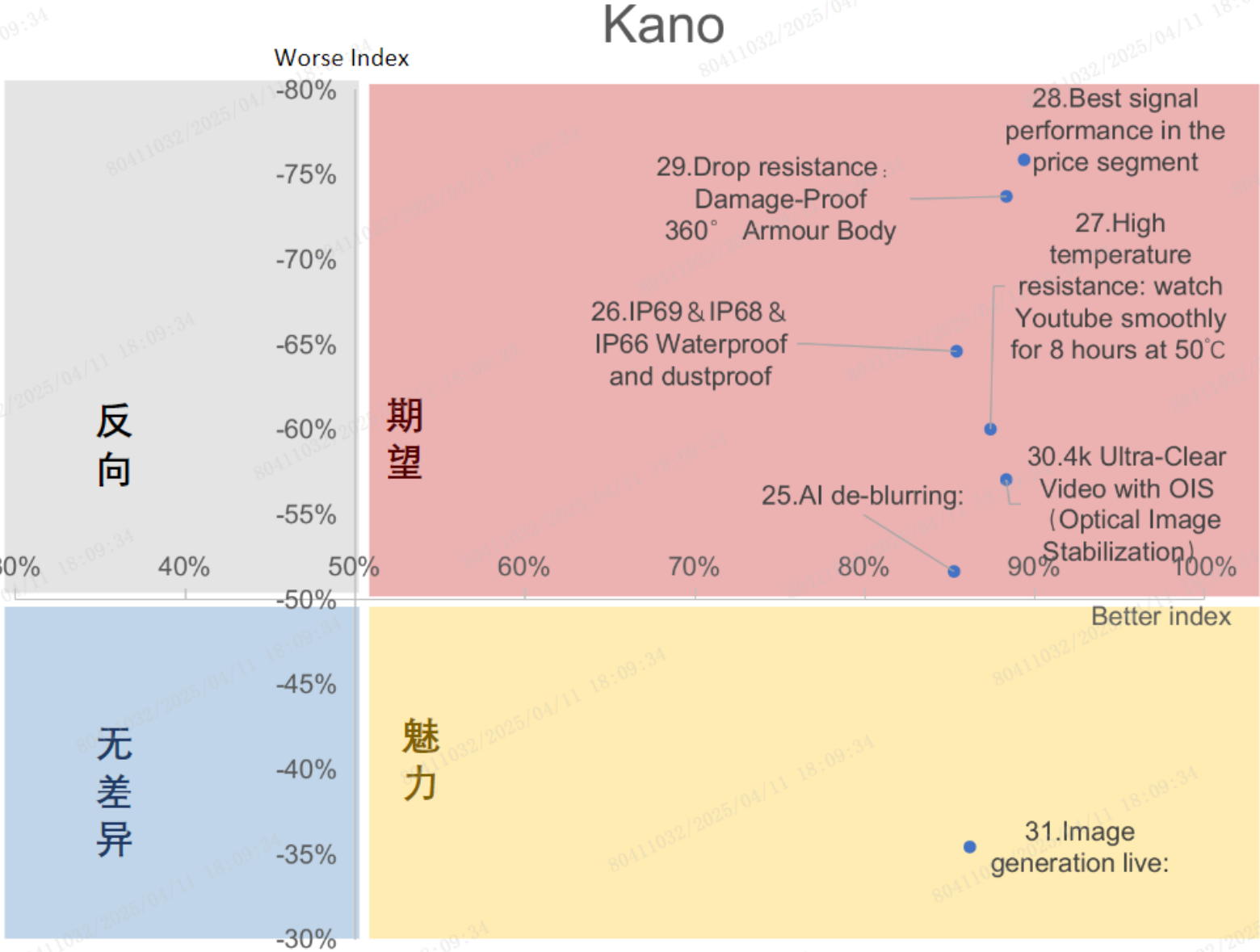


## ARS



# Kano KBF Analysis: Drop resistance, signal, high temp resistance, IP are the most important KSP

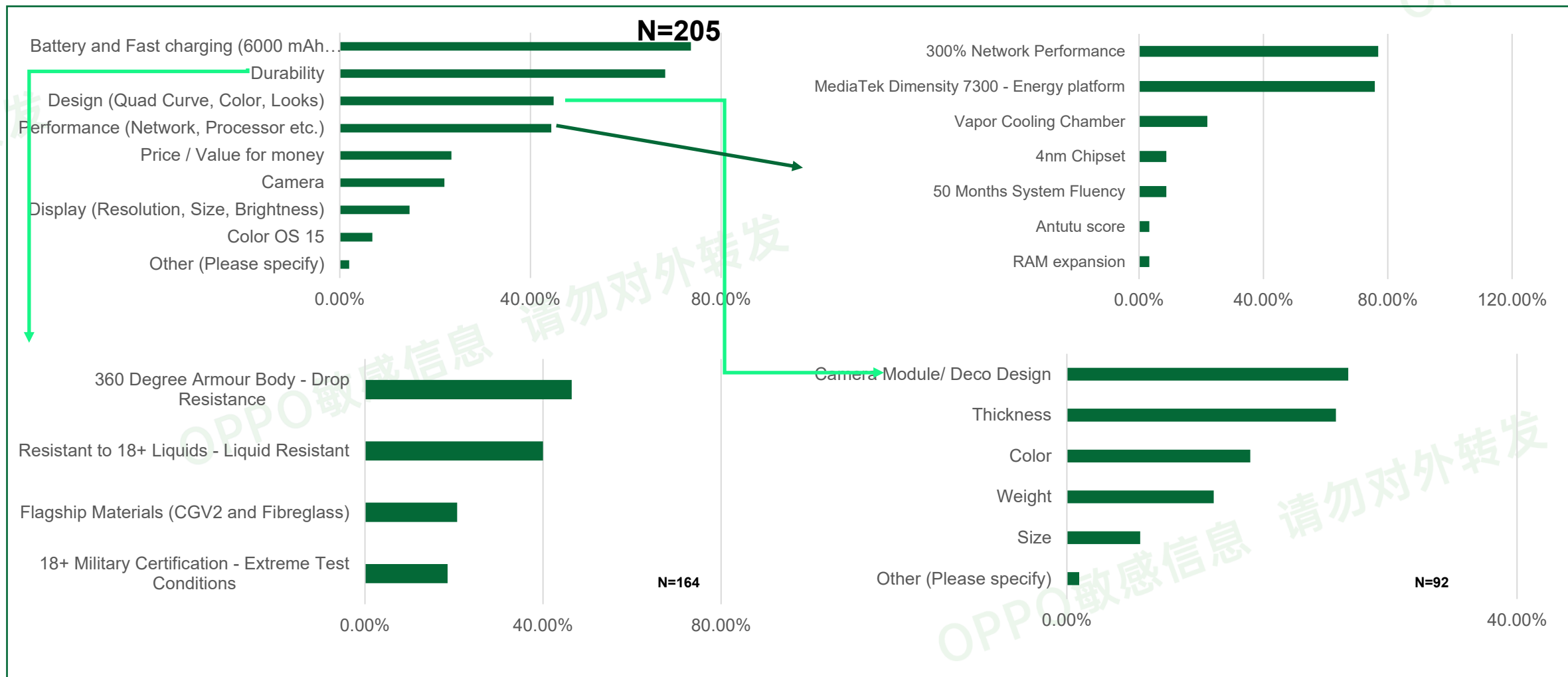
KSP	Kano N=96	Better系数	Worse系数
Best signal performance in the price segment	期望	89%	-76%
Drop resistance: Damage-Proof 360° Armour Body	期望	88%	-74%
4k Ultra-Clear Video with OIS (Optical Image Stabilization)	期望	88%	-57%
High temperature resistance: watch Youtube smoothly for 8 hours at 50°C	期望	87%	-60%
IP69 & IP68 & IP66 Waterproof and dustproof	期望	85%	-65%
AI de-blurring:	期望	85%	-52%
Image generation live:	魅力	86%	-35%



- F29 Pro购买者，喜欢电池&快充，耐用，和设计  
其中：耐用：全面防护，18种防水；性能：网络，芯片

思考：微曲屏幕，是不是带来了轻薄的感受？

The Key Buying Factors (KBFs) of the F29 Pro are battery life, fast - charging capability , Durability, Design and Performance. In the durability aspect, the key points are armour body, and resistance to 18+ types of liquids. Network and chipset are same in Performance.

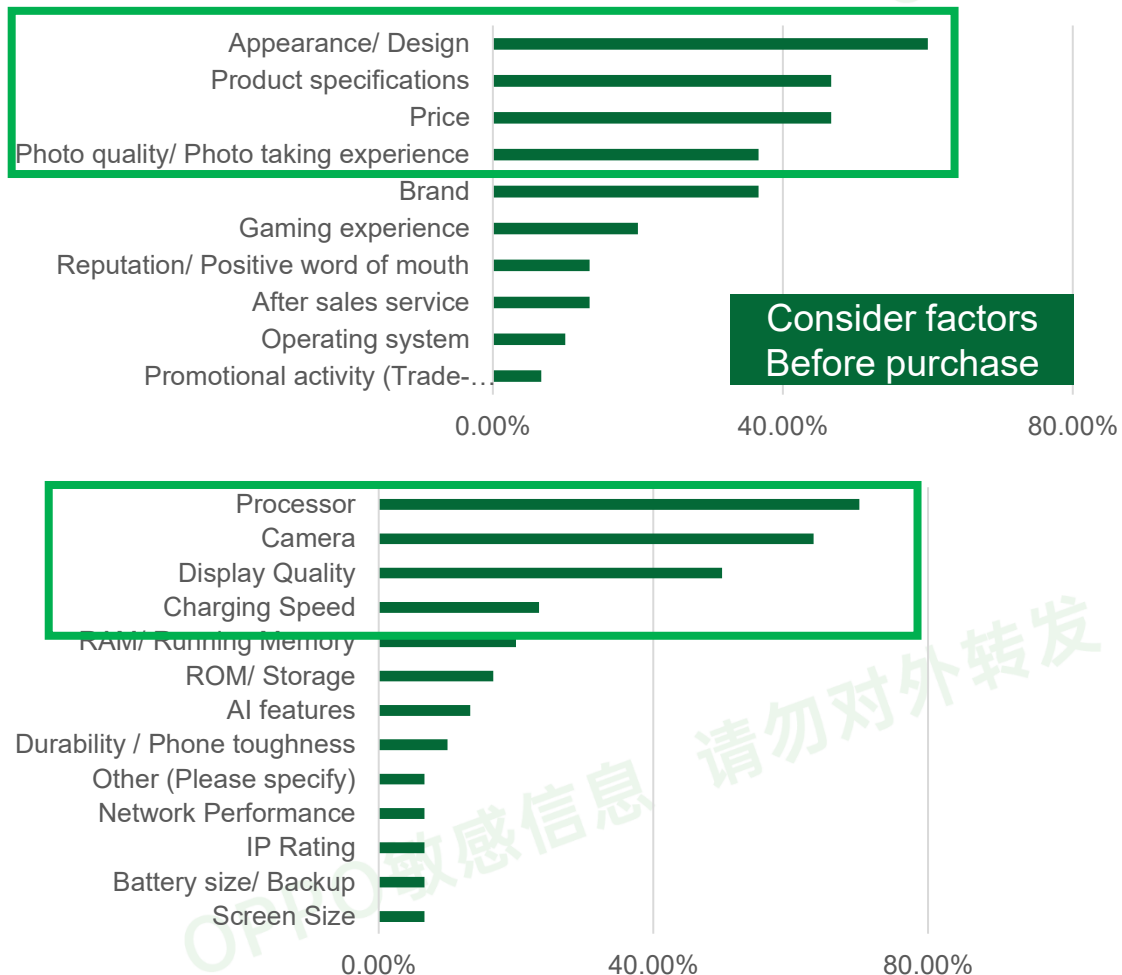


## ● Analysis on F29 rejector-144 samples

不考虑购买F29的消费者，关注外观&设计，产品配置，价格，拍照体验  
配置里关注：处理器，相机，显示效果，充电速度

For the F29 Rejector, users care about **appearance/design** first. Additionally, they pay more attention to the **Processor and Camera**.

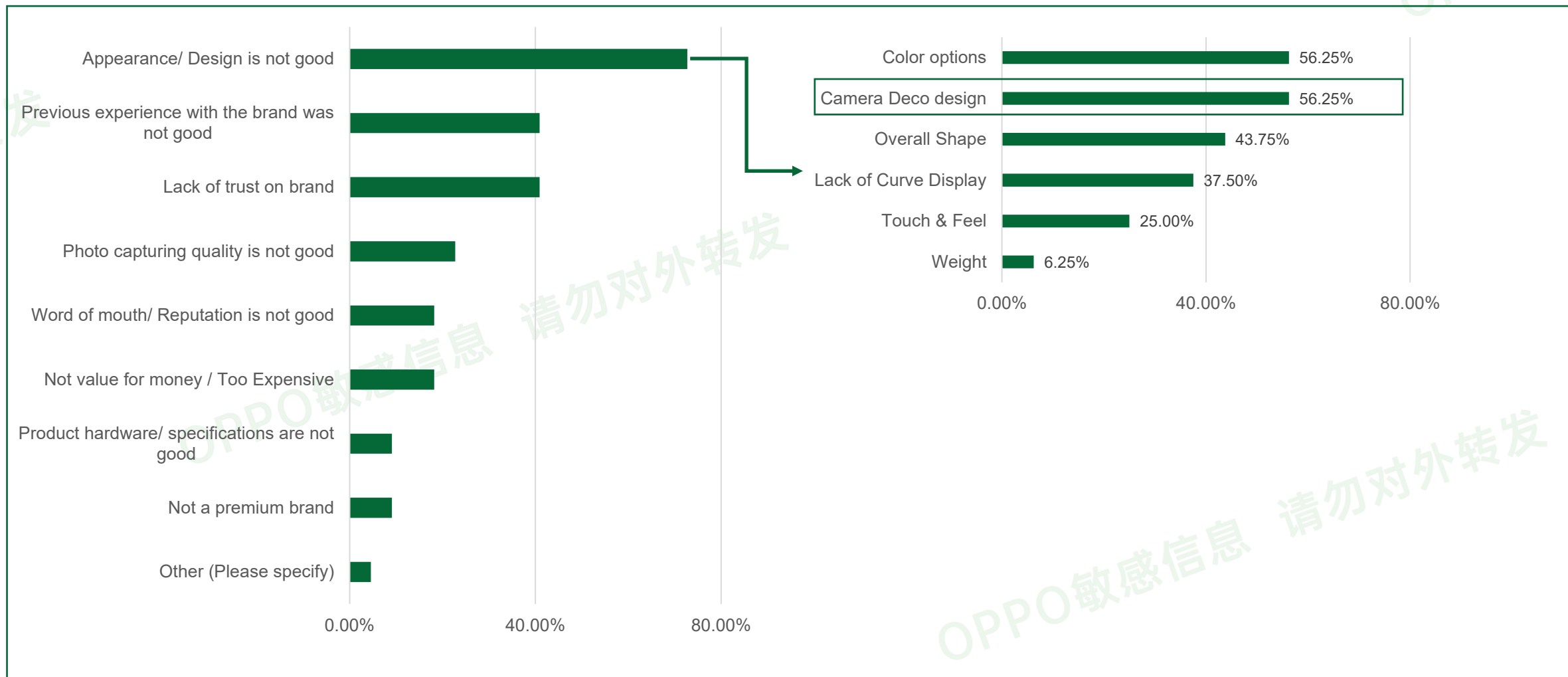
Kindly tell us the memory variant of the recently purchased smartphone	8/256 GB	8/128 GB	12/256 GB	12/512 GB	Grand Total
Vivo V40e	21	15			36
Vivo Y300	19	9			28
Samsung A36	16	6	1		23
Motorola Edge 50 Fusion	3	8	4		15
Samsung A35	7	5			12
Vivo Y300 Plus	3	8			11
Samsung A26		7			7
Motorola Edge 50	4	2	1		7
Motorola Edge 50 Pro	1	1	3		5
Grand Total	74	61	9	0	144



# Why not F29 ?

外观设计为主要原因：其中颜色、Deco设计均超过50%

The reason they don't want to buy the F29 is that its appearance/design is not good.



# F29 VS Y300 Buyer

Gender	F29	Y300
Male	82.80%	78.45%
Female	17.20%	21.55%

Age	F29	Y300
Less than 18 years	0.80%	0.00%
18-24 years	14.80%	19.00%
25-29 years	37.60%	54.00%
30-34 years	24.40%	19.00%
35-39 years	14.00%	4.70%
40-49 years	6.80%	0.00%
50-59 years	1.20%	0.00%

Previous Band	F29	Y300
Oppo	33.20%	9.50%
Vivo	21.20%	61.90%
Samsung	15.60%	4.70%
Apple	0.80%	2.30%
MI/ Redmi/ Xiaomi	13.60%	2.30%
Motorola	0.80%	2.30%
Poco	1.60%	2.30%
Realme	6.00%	2.30%
iQOO	0.40%	0.00%

## F29 和 Y300 实际购买对比

- 1、F29 吸引更多男性用户，Y300吸引更多女性用户
- 2、F29用户，30-39岁用户比Y300用户明显多，40+用户也明显多于Y300用户
- 3、相比之下，Vivo品牌的留存用户多于OPPO品牌的留存用户
- 4、从吸引竞品品牌用户角度，F29更容易转换Mi、Samsung的用户，Realme次之
- 5、从职业角度，F29吸引更多Small Business Owner；新蓝领、学生不足
- 6、从购机原因分析：F29吸引了更多送礼和卡顿的用户，因此是否可以考虑礼物礼盒？此外，老手机需要升级用户被Y300吸引，需要考虑是否有什么定向政策？
- 7、Y300 强烈吸引了外观、品牌、价格的考虑用户。F29则吸引了更多大电池、耐用的购买者

## Comparison of Actual Purchases between F29 and Y300

- The F29 attracts more male users, while the Y300 attracts more female users.
- Among the users of the F29, the number of users aged 30-39 is significantly larger than that of the Y300 users, and the number of users aged 40 and above is also significantly more than that of the Y300 users.
- In contrast, the number of retained users of the Vivo brand is higher than that of the OPPO brand.
- From the perspective of attracting users from competing brands, the F29 is more likely to convert users of Mi and Samsung, followed by Realme.
- In terms of occupation, the F29 attracts more Small Business Owners; there are not enough new blue-collar workers and students.
- Analyzing from the reasons for purchasing a mobile phone: The F29 has attracted more users who buy it as a gift or due to phone lag. So, should we consider launching gift boxes? In addition, users whose old phones need to be upgraded are attracted by the Y300. We need to consider whether there are any targeted policies?
- The Y300 strongly attracts users who consider appearance, brand, and price. The F29, on the other hand, attracts more buyers who value a large battery and durability.

Y300	TGI
45%	0.96
45%	0.59
45%	1.33
55%	0.78
18%	0.44
18%	0.70
27%	1.16
00%	
00%	
36%	0.68

Y300	TGI
32%	0.24
36%	0.36
09%	0.31
36%	0.26
27%	0.56
55%	0.39
09%	7.00
27%	0.62
00%	
00%	
00%	
09%	6.20



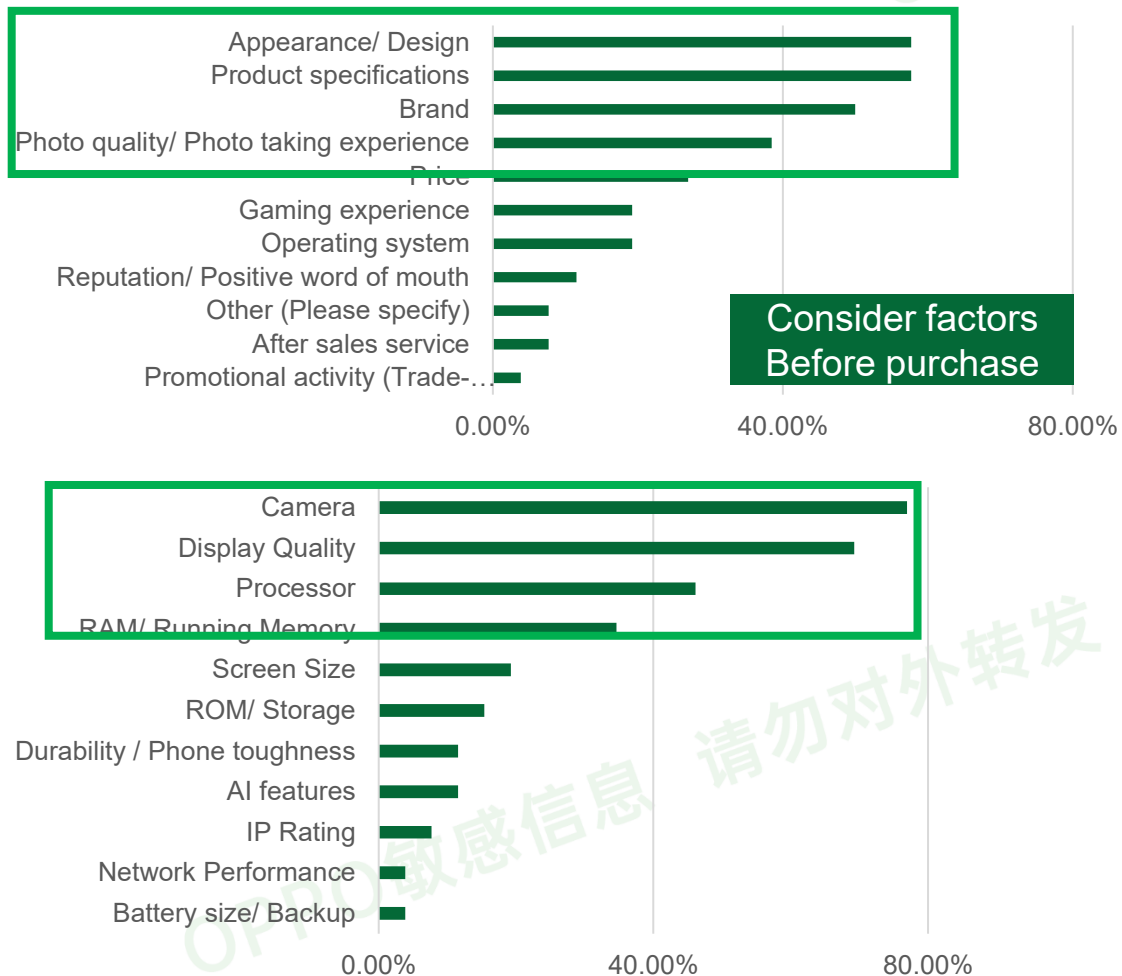
## ● Analysis on F29 PRO rejector-106 samples

不考虑购买F29 Pro的消费者，关注外观&设计，产品配置，品牌，拍照体验

配置里关注：相机，显示效果，处理器，RAM

For the F29 Pro Rejector, users care about **appearance/design** first. Additionally, they pay more attention to the **Camera and Display Quality**.

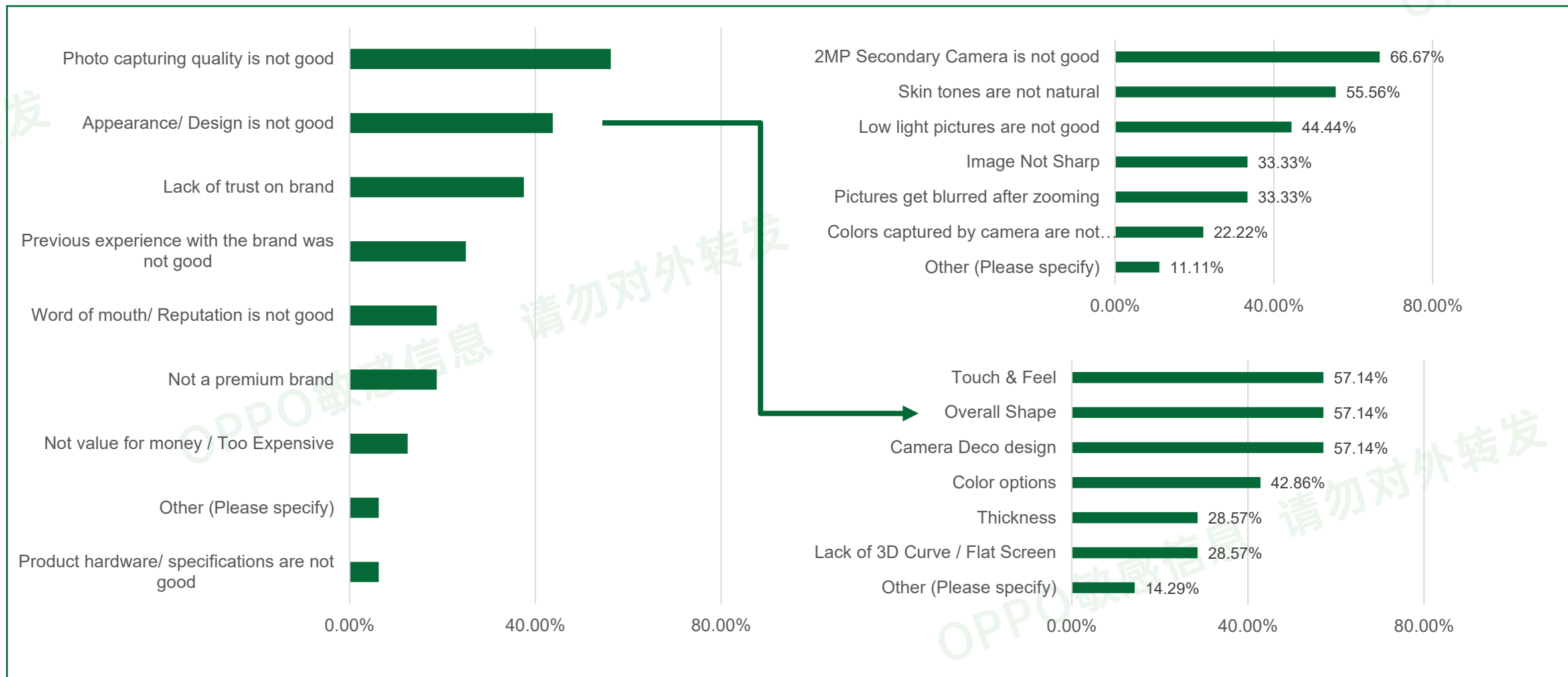
Kindly tell us the memory variant of the recently purchased smartphone	8/128 GB	8/256 GB	12/256 GB	Grand Total
Vivo V40e	12	26		38
Samsung A36	10	8	1	19
Vivo Y300	5	7	1	13
Motorola Edge 50 Pro		4	6	10
Motorola Edge 50 Fusion	2	2	5	9
Vivo Y300 Plus	3	4		7
Samsung A35	4	1		5
Samsung A26	2	1		3
Grand Total	38	53	13	104



## ● Why not F29 Pro?

拍照是不够买的一个原因，另外外观设计为主要原因：其中颜色、Deco设计均超过50%

The 1<sup>st</sup> reason they don't want to buy the F29 Pro is that **Its Photo capturing quality is not good.**



# F29 Pro VS V40e Buver

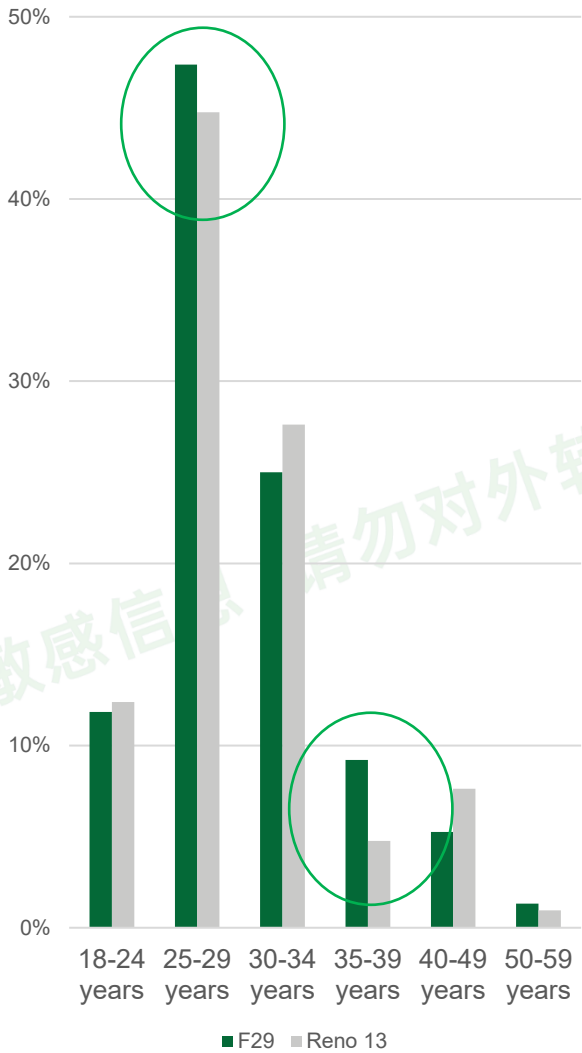
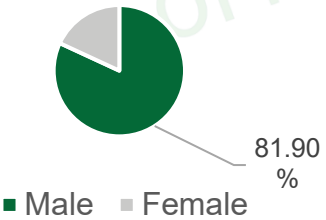
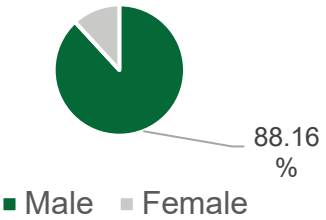
Gender	F29Pro	V40e	TGI
Male	88.28%	68.49%	1.29
Female	11.72%	31.51%	0.37

Age	F29Pro	V40e	TGI
Less than 18 years	1.38%	0.00%	
18-24 years	20.00%	19.18%	1.04
25-29 years	26.90%	38.36%	0.70
30-34 years	25.52%	31.51%	0.81
35-39 years	17.24%	9.59%	1.80
40-49 years	4.83%	0.00%	
50-59 years	2.76%	0.00%	

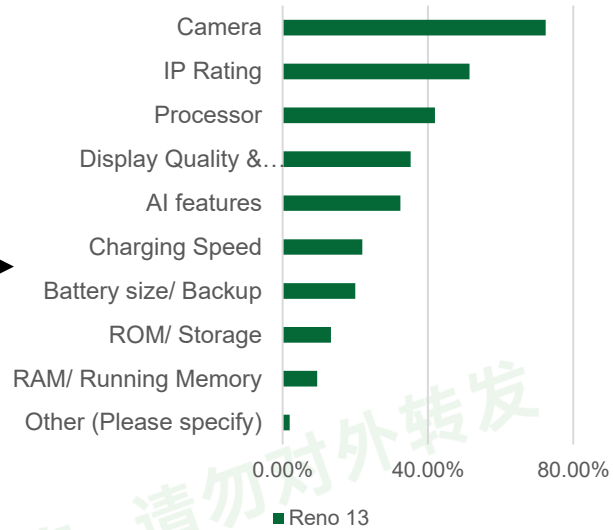
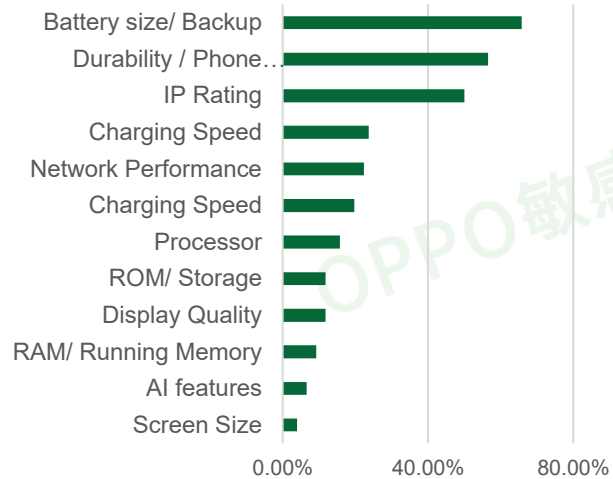
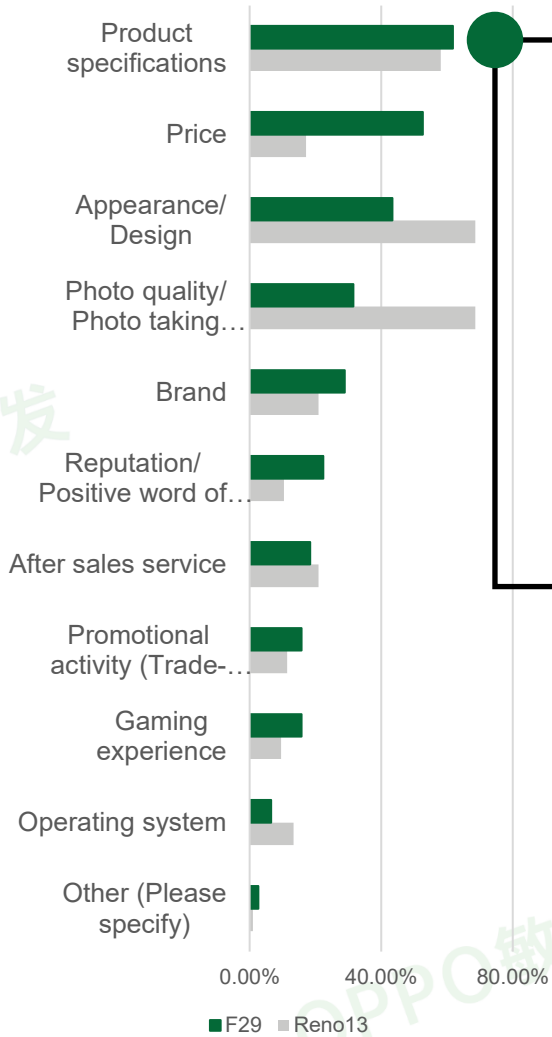
Previous Band	F29Pro	V40e	TGI
Oppo	42.76%	4.11%	10.40
Vivo	20.69%	53.42%	0.39
Samsung	11.03%	9.59%	1.15
Apple	0.69%	2.74%	0.25
MI/ Redmi/ Xiaomi	9.66%	2.74%	3.53
Motorola	1.38%	0.00%	#DIV/0!
Poco	0.69%	0.00%	#DIV/0!
Realme	8.97%	6.85%	1.31
iQOO	0.69%	1.37%	0.50

Profession	F29Pro	V40e	TGI	Consideration factors	F29Pro	V40e	TGI
F29 Pro和 V40e 实际购买对比							
1、F29 Pro 吸引更多男性用户，Y300吸引更多女性用户							
2、F29 Pro用户，30-39岁用户比V40e用户明显多，40+用户也明显多于V40e用户							
3、相比之下，Vivo品牌的留存用户多于OPPO品牌的留存用户							
4、从吸引竞品品牌用户角度，F29Pro更容易转换Mi、Samsung的用户，Realme次之							
5、从职业角度，F29 Pro吸引更多蓝领，新蓝领、家庭主妇不足							
6、从购机原因分析：F29 Pro 吸引了更多手机损坏的用户，和网络不好的用户。但是，对于送礼来说F29Pro不是好的选择							
7、V40e强烈吸引了品牌、外观、游戏体验的用户，F29Pro则吸引了更多口碑、性价比用户							
8、F29Pro吸引了更逗耐用、信号、续航的用户							
1.The F29 Pro attracts more male users, while the Y300 attracts more female users.							
2.Among the users of the F29 Pro, the number of users aged 30-39 is significantly larger than that of the V40e users, and the number of users aged 40 and above is also significantly more than that of the V40e users.							
3.In contrast, the number of retained users of the Vivo brand is higher than that of the OPPO brand.							
4.From the perspective of attracting users from competing brands, the F29 Pro is more likely to convert users of Mi and Samsung followed by Realme.							
5.In terms of occupation, the F29 Pro attracts more blue-collar workers, but there are not enough new blue-collar workers and housewives.							
6.Analyzing from the reasons for purchasing a mobile phone: The F29 Pro has attracted more users whose mobile phones are damaged and those who have poor network connections. However, the F29 Pro is not a good choice for giving as a gift.							
7.The V40e strongly attracts users who value the brand, appearance, and gaming experience, while the F29 Pro attracts more users who care about reputation and cost-effectiveness.							
8.The F29 Pro attracts more users who value durability, signal strength, and battery life.							

F29 的白领和 Reno 13 白领用户对比 White Collar analysis



Consider factors Before purchase



F29的白领购买者更年轻，更看重电池和耐用，Reno13的白领更看重拍照和芯片

OPPO敏感信息

OPPO敏感信息

转发

OPPO敏感信息 请勿对外转发

OPPO敏感信息 请勿对外转发

oppo

文件密级：绝密

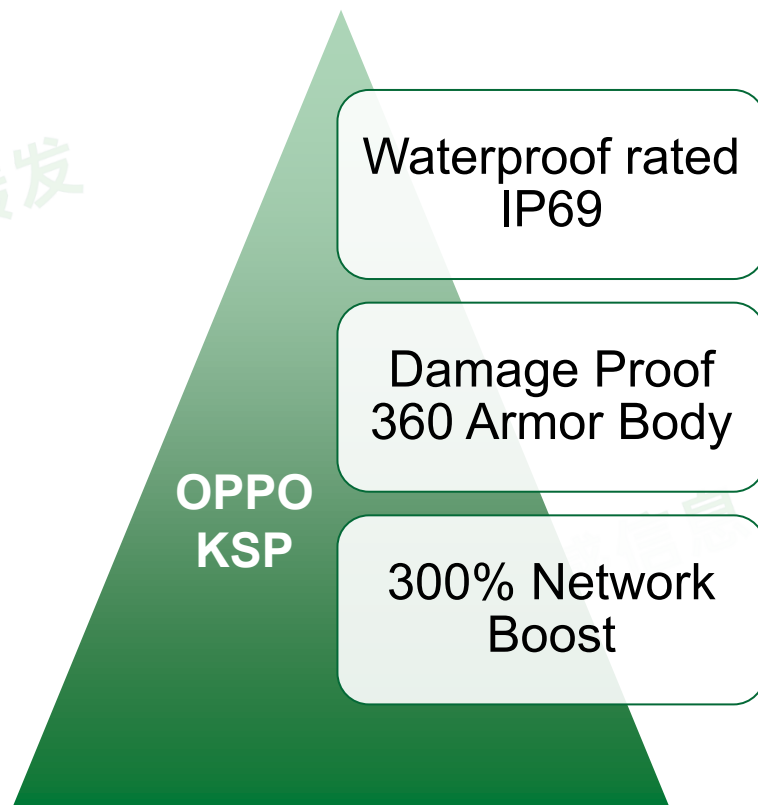
## 4P Insight:

**PRODUCT | PRICE | PLACEMENT | PROMOTION**

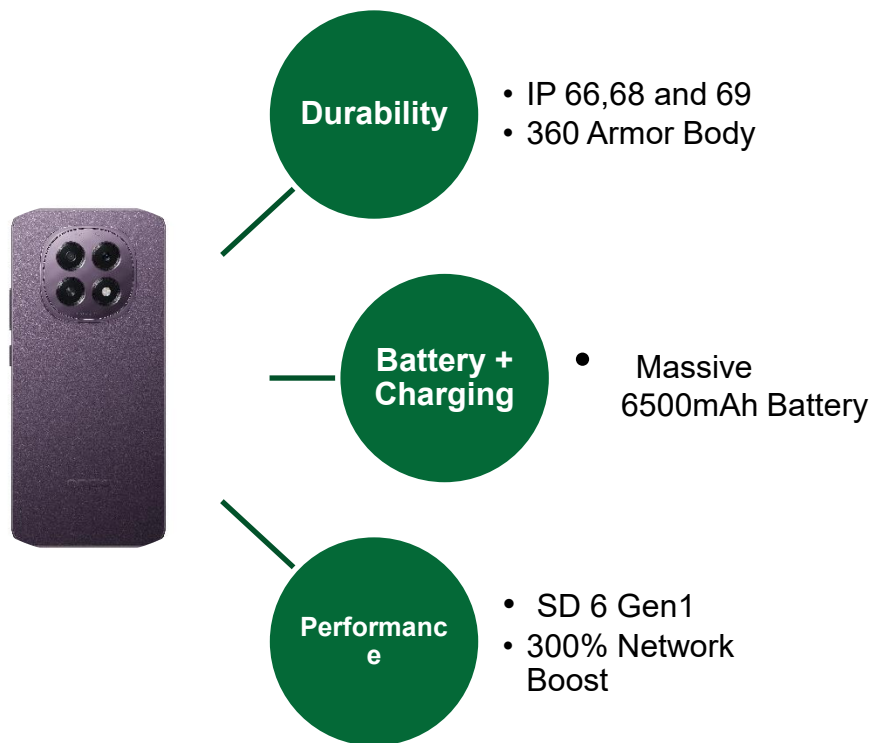
# Product



## F29 + F29 Pro KSP



## F29 KBF

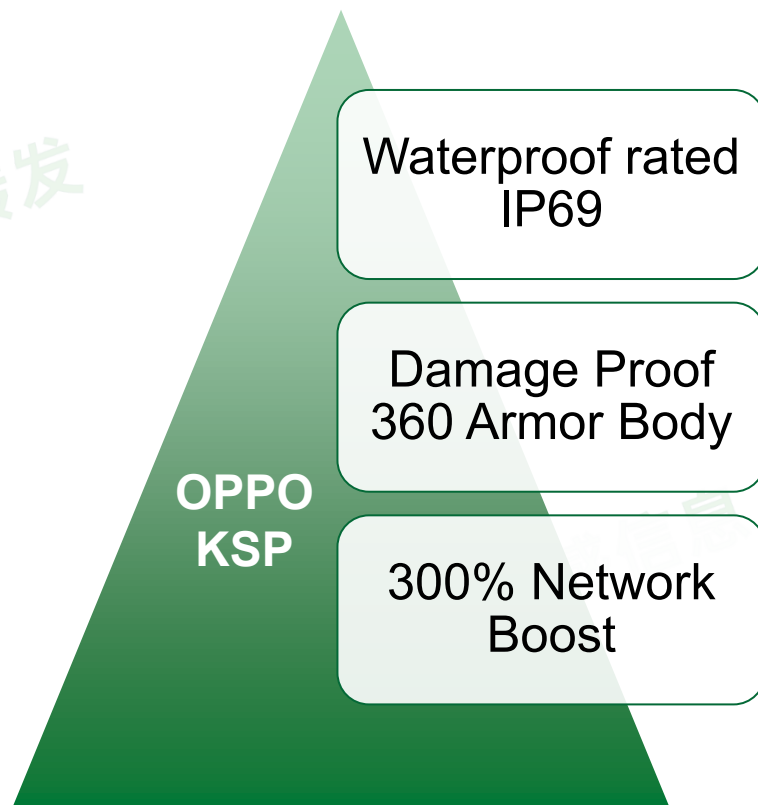


## Market Feedback

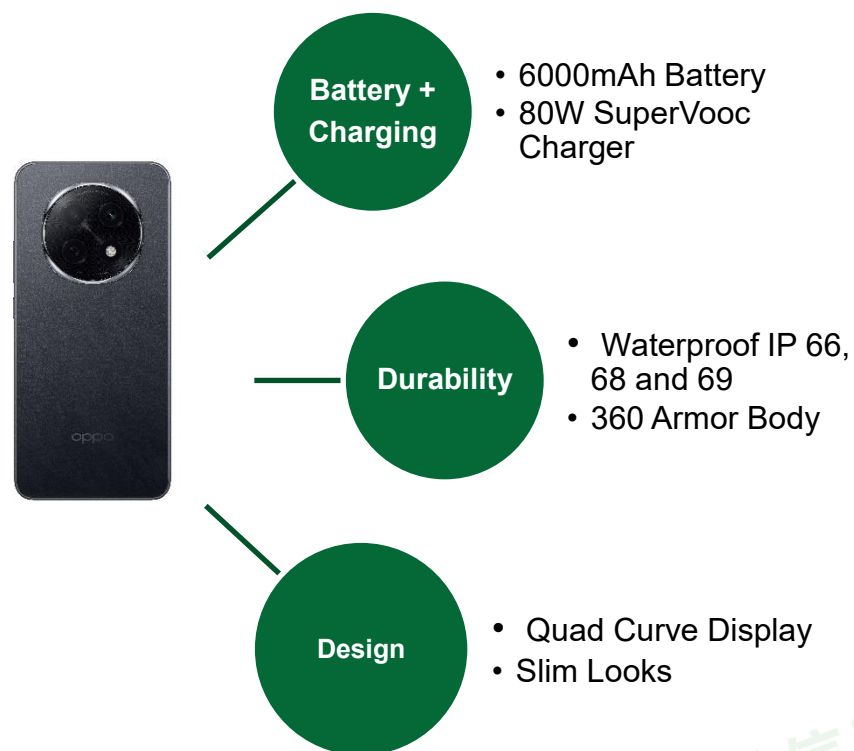
**Consumers KBF aligned with our product KSP .**

- IP69 and 360 Armor Body → Top KBF
  - Resonated with consumers → Phone Damage was one of the Top 5 reasons to purchase new phone
  - **Segment first triple IP rating** IP 66, 68 and 69 Rating introduced for the first time below 25K by any OVS brand → Unique Offering .
- 6500mAh Massive Battery → Top 3
  - Battery Specification → Top Consideration when buying new phone
  - High Battery demand from office Apps and Instagram Reels made user require bigger battery.

## F29 + F29 Pro KSP



## F29 Pro KBF



## Market Feedback

**Consumers KBF aligned with our product KSP .**

➤ **6000mAh + 80W Charging → Top KBF**

- Unique Offering at this price point
- Added delighter for consumer slim design with big battery

**Quad Curve Slim Design + Massive battery → Big upgrade from previous Gen**

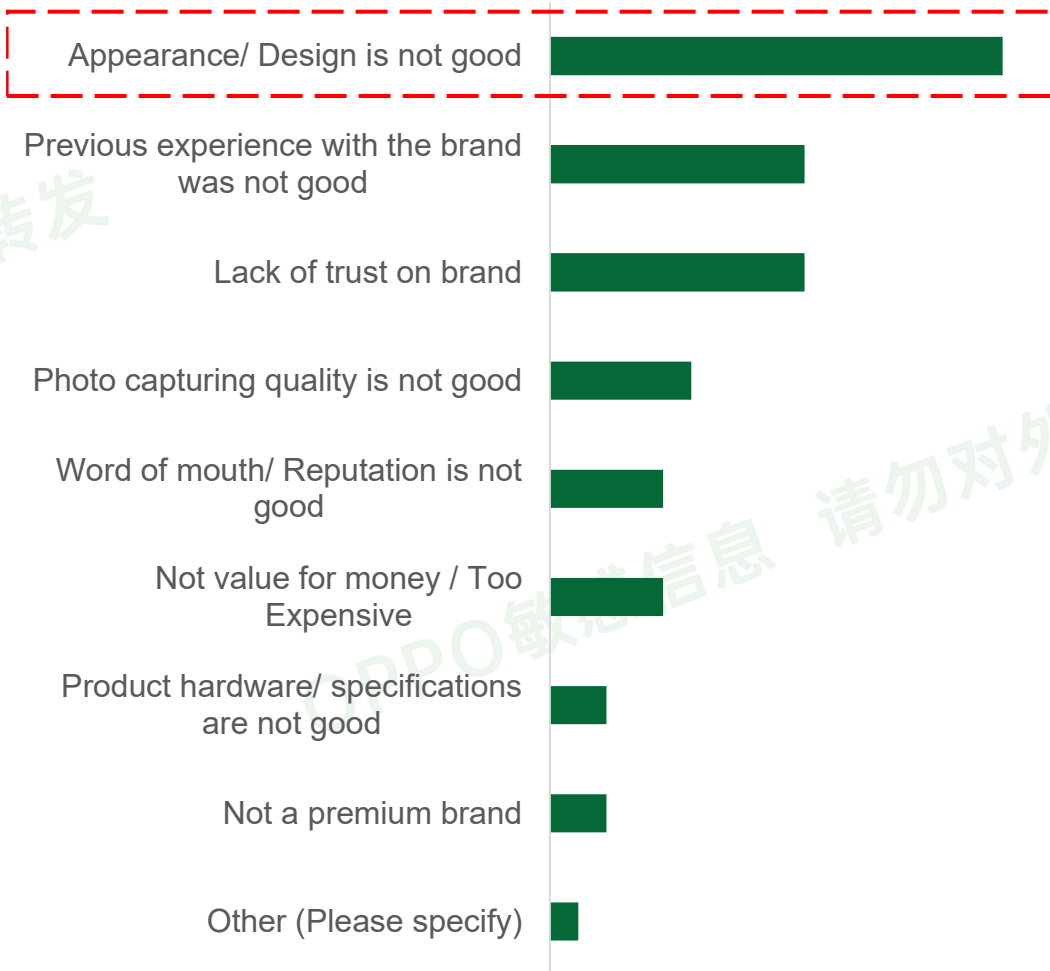
### Prev

➤ **IP 69 and 360 Armor Body → Top 3**

- Durability highly considered by users → Previous phone damage major purchase
- IP69 not a unique offering above 27K → Oppo 27 Pro+ success and other VS brand phone offer similar protection.

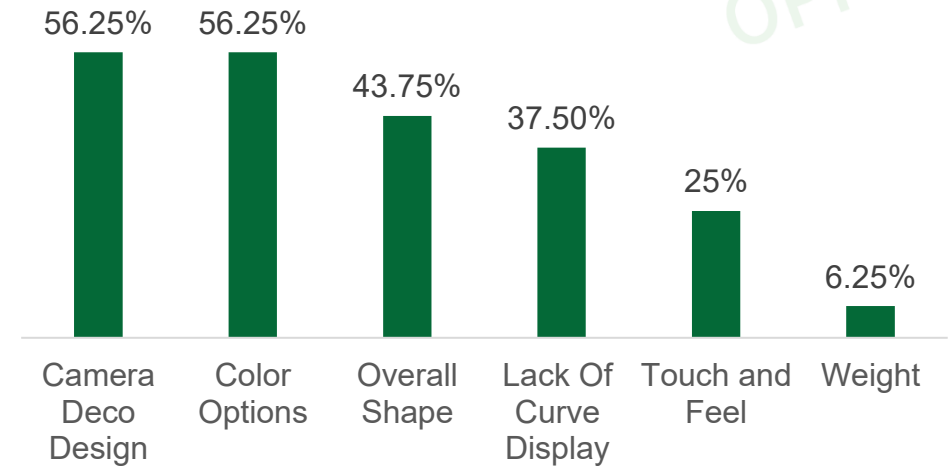
# PRODUCT – Rejector

## F29 Rejector



N=162

## Reasons



## Insights

**Major Reason for Rejection of F29 is the Design of the phone which is one of Top consideration when purchasing a smartphone**

- Round Camera Design → Not Premium
  - Xiaomi, Vivo and Realme have launched phones with round camera under 20K, thus making it common and less premium
- Vibrant Color Options required
  - Motorola is offering vibrant color with Moto 60 Edge Fusion and such colors can be explored for F Generation

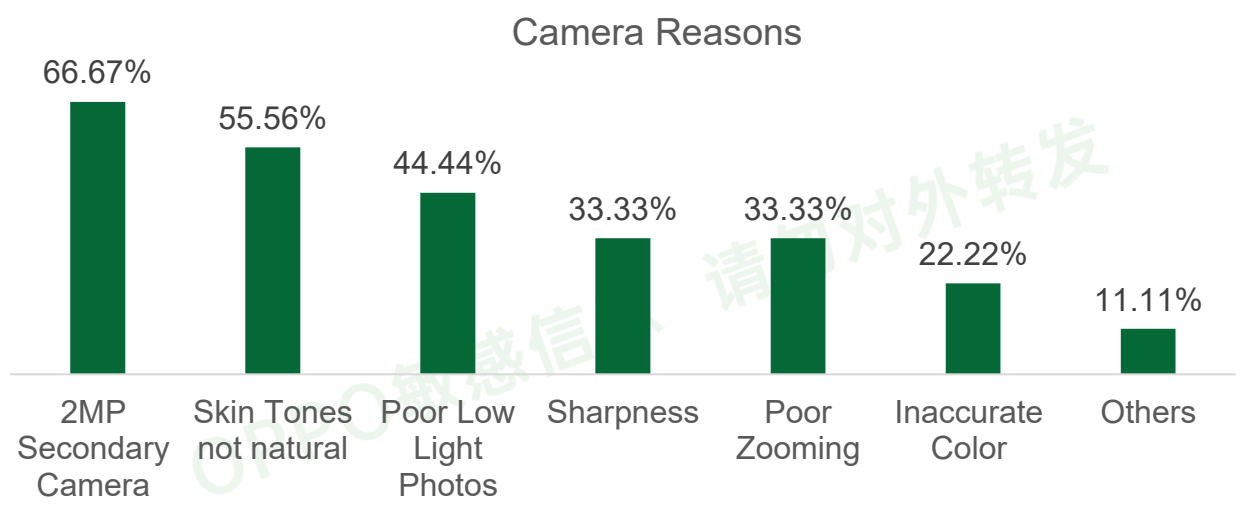
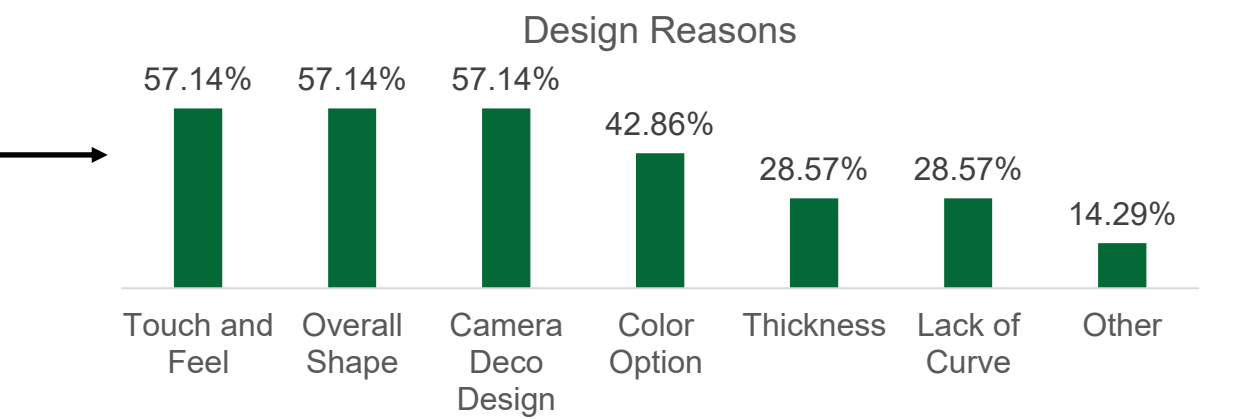
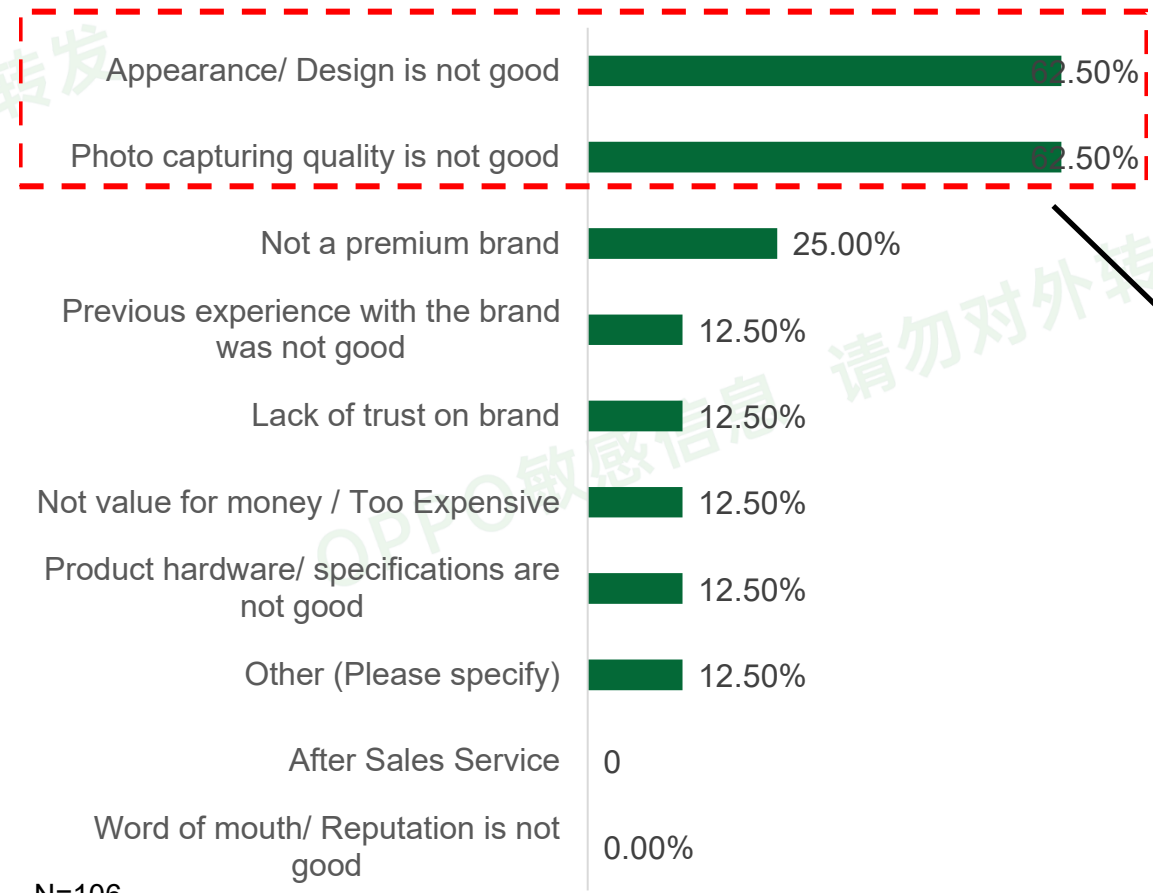
# PRODUCT – Rejector

## Insights

Major Reason for Rejection of F29 Pro is the Design and Camera Performance of the phone.

Round Camera Design → Sub premium design. 2MPSsecondary Camera → Not useful, Need Wide Angle Camera.

F29 Pro Rejector



N=106



# Product – Next Gen F series Suggestions

## 1. Switch to Linear Camera Deco

- Linear Design seen premium phones like Apple and Samsung Series. Round under 20K

OPPO



F29 Series prices above 20K

Vivo



Realme



Xiaomi



Competition Brand phones under 20K having round camera deco

- Usability → Circular design causes discomfort while gaming and watching videos. Also, they fear lenses may get damage.

## 2. More Color Options → Consideration for 3 Color Options for Number Edition

Oppo F29



oppo

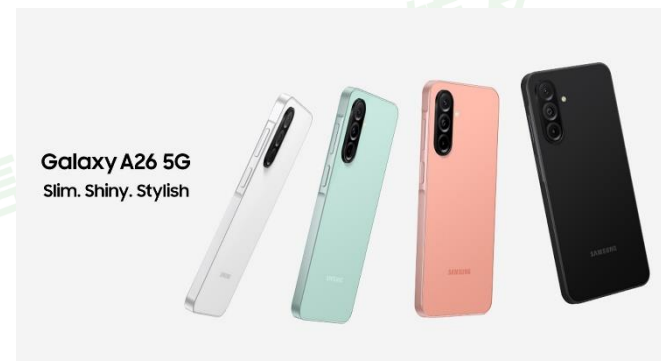
Motorola Edge 60 Fusion



Vivo Y300



Samsung A26



文件密级：绝密 27



# Product – Next Gen F series Suggestions

3. For Products with 1 year PLC → CMF refresh and variant after 6 months and rename it as “s” edition

Oppo F21 Pro



Oppo F21s Pro



Phone	F21s Pro 5G	F21 Pro 5G
Launch Date	Apr-22	Sep-22
Processor	SD 695	SD 695
Display	6.43 FHD Display	6.43 FHD Display
Rear Camera	64M + 2M + 2M	64M + 2M + 2M
Front Camera	16M	16M
Battery	4500mAh	4500mAh
Charger	33W	33W

- Customers are looking for new product in the market → Launching as new product can help maintain PLC.
- Top purchase trigger for consumer → Upgrade to new phone

4. Upgrade Secondary Camera for Pro Edition → Wide Angle Camera can be considered (Need to further evaluate its Value)

Oppo F29 Pro



Rear Camera  
50MP + 2MP

Vivo V50e



Rear Camera  
50MP + 8MP

Samsung A26



Rear Camera  
50MP + 8MP + 2MP

转发

# Price



# Price

## Market Feedback

Pricing of F29 Series was well received by the market. All OEC and SD mentioned the pricing is aggressive.

Brand	OPPO		Vivo	Samsung
Model	F29 5G		V300 5G	A26 5G
Product Image				
Processor	👍	SD 6 Gen 1	SD 4 Gen 2	Exynos 1380
Display		6.7” FHD AMOLED Display Flat Display	6.67” FHD AMOLED Display Flat Display	6.7” FHD S-AMOLED Flat Display
Rear Camera	👍	50M + 2M Underwater Photography	50M + 2M Sony Sensor Aura Light	50M OIS + 8M + 2M
Front Camera		16M Sony Sensor	32MP	13 MP
Battery	👍	6500 mAh 4 year Durable Battery Reverse Charging	5000mAh 4 Year Battery Health	5000mAh
Charger		45W	80W	25W (Without Charger in Box)
IP Rating	👍	IP66, 68 and 69 18+ Liquid Protection	IP64	IP67
Damage Proof	👍	360 Armor Body Corning Gorilla Glass 7i	X	Coning Gorilla Victus +
Network	👍	Industry 1 <sup>st</sup> Hunter Antenna Architecture DSDA Network 4 x 4 MIMO	X	X
MOP	👍	8 + 128 : INR 23999 8 + 256 : INR 25999	8 + 128 : INR 21999 8 + 256: INR 23999	8 + 128 : INR 24999 8 + 256 :INR 26999

Price

Market Feedback

Strong differentiation makes F29 series a Top Choice for users → High Perceived Value of Durability, Network and Massive Battery

Brand	OPPO		Vivo	Samsung
Model	F29 Pro 5G		V40e 5G	A36 5G
Product Image				
Processor	MTK Dimensity 7300		MTK Dimensity 7300	Exynos 1380
Display	6.7" FHD AMOLED Display Quad Curve Display		6.67" FHD AMOLED Display 3D Curve Display	6.7" FHD S-AMOLED Flat Display
Rear Camera	👍	50M OIS + 2M Underwater Photography	50M + 8M Sony Sensor Aura Light	50M OIS + 8M + 5M
Front Camera	16M Sony Sensor		50MP	13 MP
Battery	👍	6000 mAh 4 year Durable Battery Reverse Charging	5500mAh 4 Year Battery Health	5000mAh
Charger	80W		80W	25W (Without Charger in Box)
IP Rating	👍	IP66, 68 and 69 18+ Liquid Protection	IP64	IP67
Damage Proof	👍	360 Armor Body Corning Gorilla Glass 7i	SGS Certification Diamond Shield Glass	Coning Gorilla Victus +
Network	👍	Industry 1 <sup>st</sup> Hunter Antenna Architecture DSDA Network 4 x 4 MIMO	X	X
MOP	👍	8 + 128 : INR 27999 8 + 256 : INR 29999 8 + 1256 : INR 31999	8 + 128 : INR 26999 8 + 256: INR 28999	8 + 128 : INR 30999 8 + 256 :INR 33999 12+ 256 : INR 36999



F27	F29
MediaTek 6300	Snapdragon 6 Gen 1
6.7" 2.5D AMOLED	6.7" 2.5D AMOLED
50M + 2M	50M + 2M Under water photography
32M	16MP Sony Sensor
5000mAh + 67W	6500mAh + 45W
IP64	IP 66, 68 and 69 18+ Liquid Protection



F27 Pro +	F29 Pro
MediaTek 7050	Mediatek 7300
6.7" 3D Curve	6.7" Quad Curve Display
50M + 2M	50M + 2M Under water photography
8M	16MP Sony Sensor
5000mAh + 67W	6000mAh + 80W
IP69	IP 66, 68 and 69 18+ Liquid Protection

Market Feedback

Major hardware changes and software change → Aggressive pricing strategy by OPPO in the market

Need to promote HW and SW feature together → More Appealing to consumer

Next Gen Suggestion

For F series to be priced higher → Processor and RAM Upgrade.

Phone lagging was amongst the Top 3 reason for charging their old smartphone.

# Promotion

# PROMOTION

[Next Gen →](#)

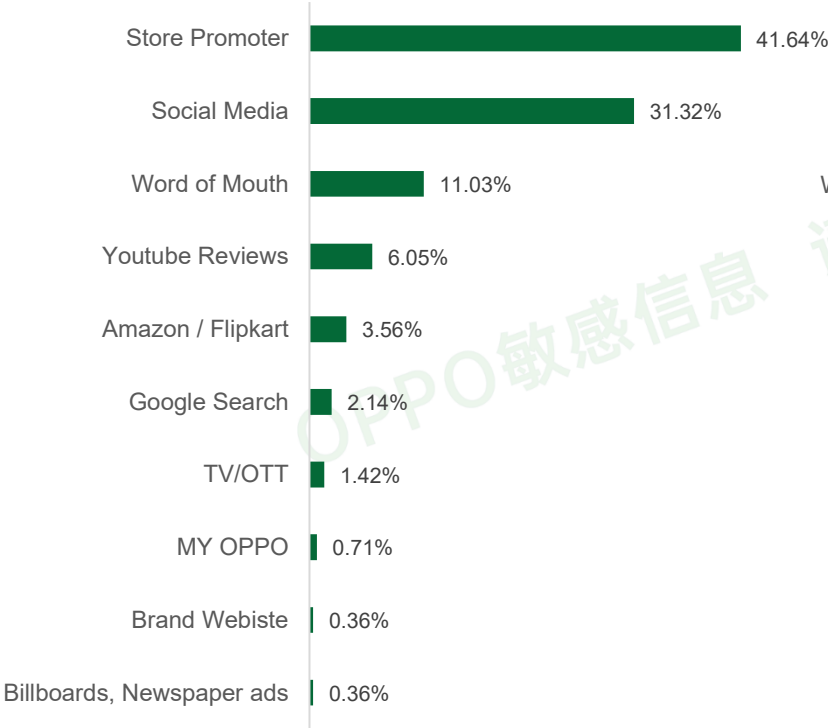
S. No	Key Heads	Key Positives	Key Negatives	Suggestions
1	<a href="#">Awareness</a>	1. OEC Calling: Major awareness through OEC's 2. The marketing campaign was liked by OEC and SD.	1. "Lacking brand level promotion" → OEC CRM main push.	1. Need support from marketing to help make content based on regional language for better reach (AI editing tool for language.
2	<a href="#">POSM</a>	1. Easy Understandable KSP mentioned on KV.		1. Continue highlighting key KSP and Offers to attract consumer.
3	<a href="#">Props</a>	1. All props were present at Store for the product 2. The Nail Challenge, Water Tank helping to attract first time customers. 3. "Hunter Antenna" prop has helped OEC easily explain the advantage to customer.	1. Multiple props on counter makes it too busy for user understand .	1. Dummy (If demo available) to be put on vertical stands. 2. Less tech and more user cases should be mentioned on props.
4	<a href="#">Regional Marketing</a>	1.ACP Board with LED Screen promoting OPPO devices (MP) 2.Celebrity launch event with Top 10 retailers and 100 Pre-Booking customers. (Mumbai) 3.Celebrity Launch Even for F29 Pro (Gujrat)		1. LED Screen on billboard should be adopted by other regions to promote new Product launches.
5	<a href="#">Sleeves</a>	1. Sleeves looked attractive and stood out from other series.	1. KSP too small to be visible from afar.	1. Regional team/OI should provide sleeves for regional festivals. 2. Memory variant sticker to be added for all models.
6	Offers	1. Offers at par competition.		
7	<a href="#">Counters</a>		1. Some of the counters were old and damaged.	1) Region team to identify such issue and resolve before any new product launch.



Insight

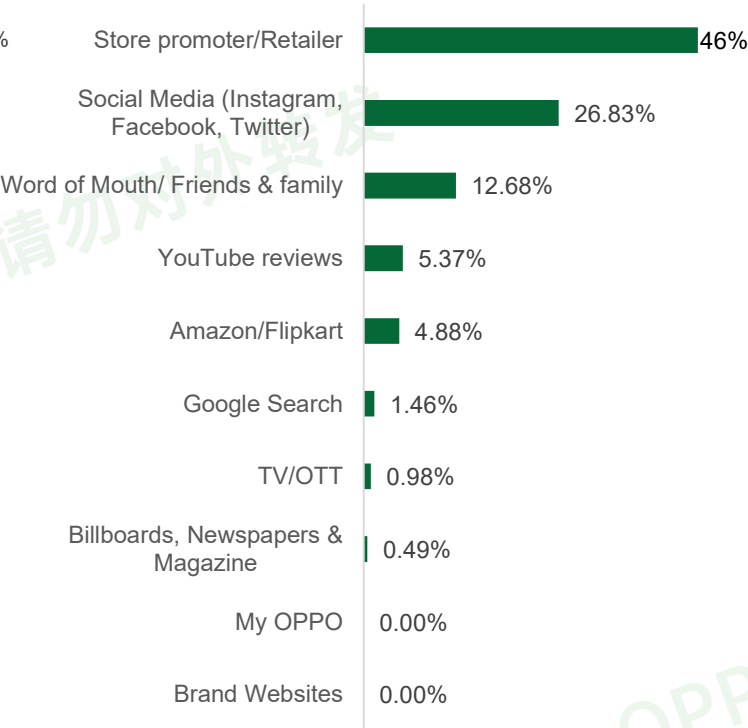
- Low Product awareness through brand campaign. Social media awareness was primarily through OEC.
- Unable to reach the campaign awareness of previous generation F27 Series primarily due to less Regional social media activity and lack of celebrity on brand video.

F29 Source of Awareness

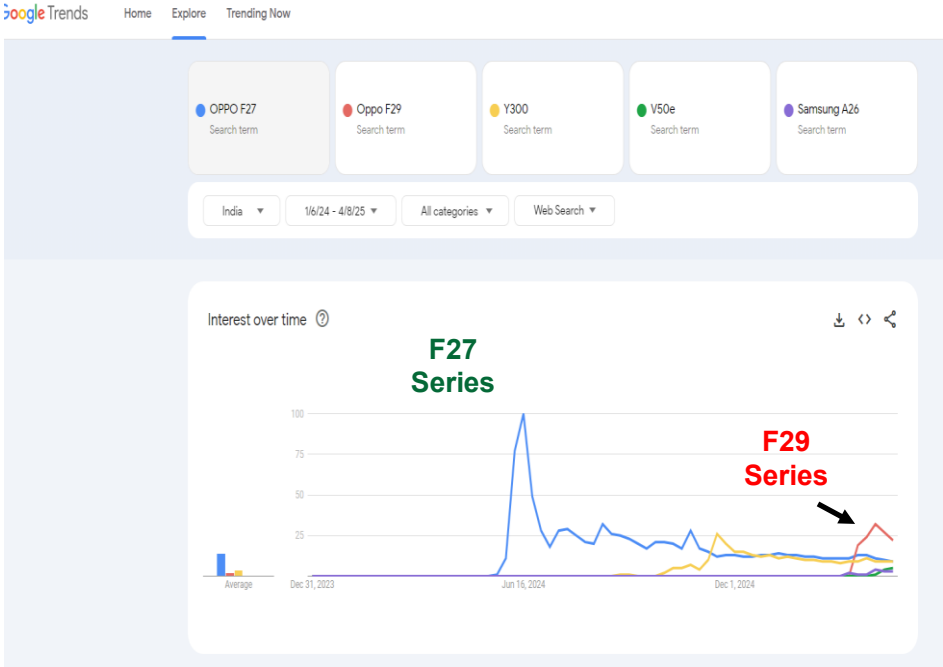


N = 250

F29 Pro Source of Awareness

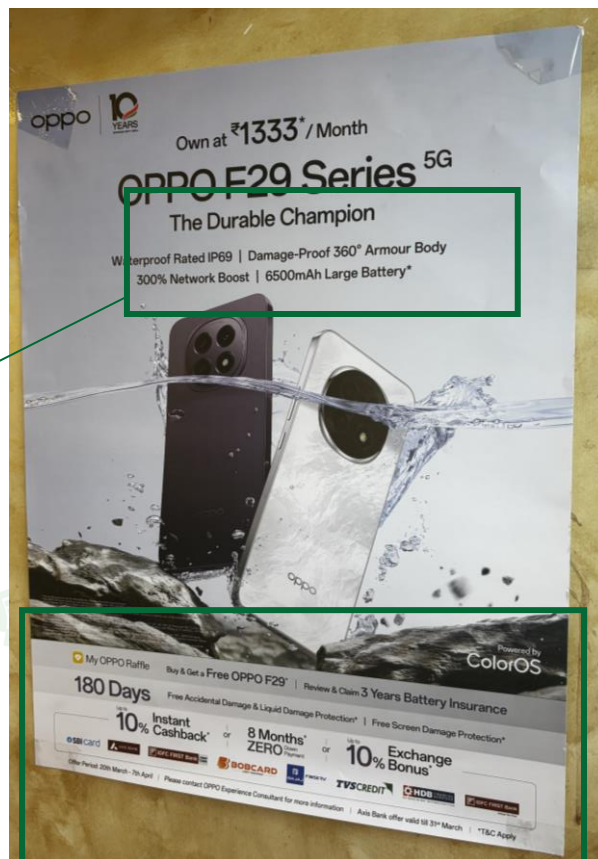
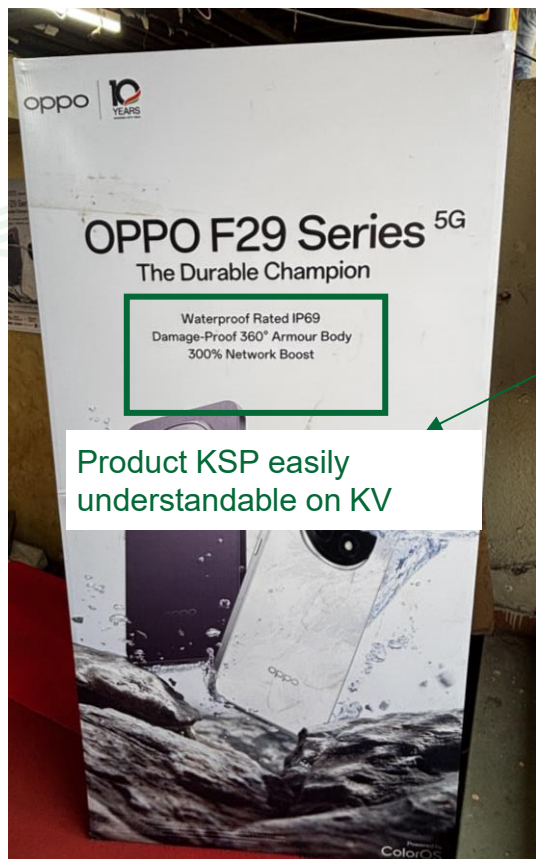


N = 205





## POSM



### Market Feedback

Product KSP were clearly highlighted.

Product Offers were clearly visible to consumer.

### Next Gen Suggestion

Continue highlighting Key KSP and offers to attract consumers.



## PROPS

Nail Challenge

IP69 Water Tank Prop

### Market Feedback

**Durability Props worked well for users to understand durability story for India.**

- Clear RTB for users.
- No other brand is doing such a challenge → Give more confidence to user regarding product and quality offered by the brand.
- Helped attract consumer → Not aware about the product

**Plastic films were getting damaged after nail challenge which was not looking nice and the product looked old**

### Next Gen Suggestion

**Continue using demo Props which can easily highlight our product KSP.**

**Guidelines and SOP can be provided around the props** so that product looks premium.



**Film getting torn after nail challenge**

## PROPS

### Reverse Charging



### Market Feedback

**Easily for user to understand Massive battery of F29 series**

- Reverse charging → RTB for consumer
- Unique feature → No competition brand is highlighting or supporting
- Reverse charging attracts consumers for people looking for secondary device

### Next Gen Suggestion

**Continue highlighting unique features with props to make product standout**

Props can also highlight OPPO IP e.g. SuperVOOC like Vivo Zeiss

## PROPS

### Hunter Antenna



### Market Feedback

Clearly highlighting the advantage of more Antenna over competitor.

Easy for user to understand → RTB for users

User Value feature was missing like “DSDA” or lift scenario . Only tech was mentioned.

Prop back was left blank → Affected CMF experience of user

### Suggestion

- Front and back should be printed on props placed on handset for good customer experience.
- User Value > Tech → Helps user to relate and see advantage over competition.



## PROPS

### New Arrival Tags



### *Market Feedback*

New Arrival Tag → Not Visible . Consumer needs to be at counter to know that the product is new.

Samsung tag clearly visible from afar.

### *Suggestion*

We can look to make props more visible to customer.

# PROMOTION

## PROPS

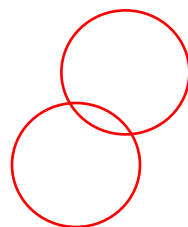
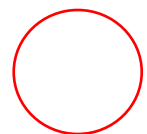
Oppo Counter

Vivo Counter

### *Market Feedback*

Some counters had too many props on the table → Difficult to make out product differentiation.

## PROPS



### Suggestion

- Second Color dummy's can be put on vertical stand or kept separately aside and only shown on demonstration.
- Small Props like reverse charging cable can be put separate and taken out only for demonstration and touch and feel experience

转发

OPPO敏感信息

OPPO敏感信息

OPPO敏感信息 请勿对外转发

OPPO敏感信息 请勿对外转发





## Sleeves

### F29 – Half Sleeves



Missing  
Memory variant  
sticker like  
Reno

### Vivo Y39 Sleeve

KSP easily  
readable from  
afar



Text not big  
enough for user  
to see from afar

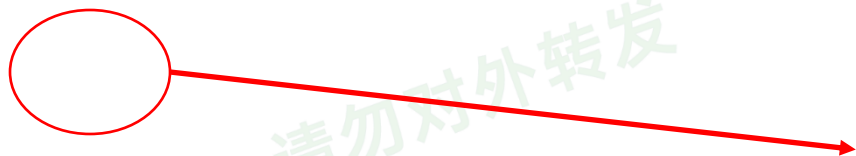
### Sticker Missing

#### **Market Feedback**

**KSP should be clearly visible to customer from afar.  
Variant sticker should be present**

## Counters

OPPO



### Market Feedback

Some of the counters have been damaged over time and needs replacement.

Regions had identified some of the stores and ordered new counters for replacement.

### Suggestion

Region can identify such problems and resolve before any product launch.

# Promotion– Next Gen F Series Suggestions

## 1. Bundle OPPO ENCO Neck Bands with F31 Series

OEC and SD believe that offering TWS can attract more customers as they are willing to pay discounted price for branded TWS

- “Earbuds are easily gets lost and difficult to maintain” - Students want more durable solution.
- New Blue Collar are always on call and many are worried about ear health
- Make user dependant on Oppo ecosystem → Can make more OPPO loyal customer
- Neckbands perceived as more durable → resonated with F series product messaging

### *Suggestion*

**50% discount / Special pricing bundle offer for TWS can be offered for first sale / pre-sale days with EMI.**

# Promotion– Next Gen F Series Suggestions

## *Customer Voice*

Neckband advantage and opportunity.  
Here are the voices from Indian users

1. Better for ear health
2. No worry about getting lost
3. Longer battery (Student's online lecture, video and gaming, and businessmen phone call)
4. Durable
5. Less delay, good for gaming
6. Better sound quality than cheaper TWS.

## *Suggestion*

**Market as Most Durable Package / Bundle in market .**

**Possible Bundle:**

**F31 + ENCO M31 →Most Durable Package .  
Long lasting**

# Promotion – Next Gen F series Suggestions

## 1. Product Launch Time - 1<sup>st</sup> Weekend of April when demand is higher than March.

- End of March is Financial closing → Small business owners tend delay big purchases during end of March
- EID festival → People opt to buy new clothes and jewellery over gifting / buying phones
- Middel Age White Collar → Tend to invest in Insurance, Medical etc. to avoid taxes

Young White Collar salary below 120K per year (Considered very high) →

Net Tax paid by consumers is 0.

Hence it could be one of the reason for having more white collar based on initial market feedback

With the revised tax structure, individuals earning up to Rs.12,00,000 will have no tax liability due to the increased rebate of Rs.60,000. For salaried individuals, the tax liability will be zero for incomes up to Rs.12,75,000, due to the Rs.75,000 standard deduction.

### *Suggestion*

**Priority - 1<sup>st</sup> weekend in April is ideal date to launch**

**Alternate - 1<sup>st</sup> weekend of March**

# Promotion – Next Gen F series Suggestions

## India tax deduction policy

### ##1. Section 80C (₹1.5 Lakh)\*\*Investments/Expenses eligible for deduction:-

- \*\*EPF (Employee Provident Fund)\*\*
- \*\*PPF (Public Provident Fund)\*\*
- \*\*ELSS (Equity-Linked Savings Scheme)\*\*
- \*\*NSC (National Savings Certificate)\*\*
- \*\*5-year Tax-Saving FD (Bank Deposits)\*\*
- \*\*Life Insurance Premiums (for self, spouse, children)\*\*
- \*\*Principal Repayment of Home Loan\*\*
- \*\*Tuition Fees (for children's education, max 2 children)\*\*
- \*\*Sukanya Samriddhi Yojana (SSY)\*\*
- \*\*Senior Citizen Savings Scheme (SCSS)\*\*##

### ## 2. Section 80D (Health Insurance Premium)\*\*

- \*\*Self, Spouse, Children:\*\* ₹25,000 (₹50,000 for senior citizens)-
- \*\*Parents:\*\* ₹25,000 (₹50,000 if senior citizens)-
- \*\*Total Max Deduction:
- \*\* ₹1,00,000 (including preventive health check-ups up to ₹5,000)

### ## 3. Section 80CCD(1B) (NPS Additional Deduction)

\*\* - Additional ₹50,000 for NPS (National Pension System) contributions (beyond ₹1.5 lakh under 80C).

### ## 4. Section 80E (Education Loan Interest)

\*\* - Full deduction on interest paid (no upper limit) for 8 years (or until interest is fully paid).

### ### 5. Section 80G (Donations)\*\*

\*\*100% Deduction:\*\* Donations to PM Relief Fund, National Defence Fund, etc.  
\*\*50% Deduction:\*\* Some charitable institutions (subject to conditions).

### ### 6. Section 80TTA & 80TTB (Interest Income)\*\*

\*\*80TTA:\*\* ₹10,000 deduction on savings account interest (for individuals & HUFs).-  
\*\*80TTB:\*\* ₹50,000 deduction for senior citizens on interest from deposits (FDs, RDs, etc.).

### ### 7. Section 24(b) (Home Loan Interest)\*\*

\*\*Self-occupied Property:\*\* Up to ₹2 lakh deduction on home loan interest.  
\*\*Let-out Property:\*\* No upper limit (loss can be set off against other income).

### ### 8. Standard Deduction (Salaried Individuals)\*\* - ₹50,000 for salaried employees (no proof required)

## \*\*9. HRA (House Rent Allowance)\*\* - Least of: - Actual HRA received - 50% (metro) / 40% (non-metro) of salary - Rent paid – 10% of salary

— ### \*\*10. LTA (Leave Travel Allowance)\*\* - Exemption for domestic travel (limited to 2 trips in 4 years).



# Promotion – Next Gen F series Suggestions

## 2. Product Launch

### ## 2 Products : Launch Pro Edition same time as Number

- Product Communication / Marketing → Pro series with Higher MOP to create buzz in market.
- Number Edition → OEC to offer consumer with lower budget.

OEC loose a lot of sales customers are impatient and buy handset of other brand

### ## 3 Products : One-month gap recommended between Pro+, Pro and Number

- F Pro+ and Pro edition to launch together
- Number Edition 1 month gap → Create new product buzz in market. → Upgrade to new Phone a Top Purchase trigger.

#### ***Suggestion – 2 products***

##### **Priority – Same day launch**

Alternate – Pro launched first after 1 week gap launch F Number

#### ***Suggestion – 3 products***

**Priority – Pro and Pro+ to launch together. Number to be launched after 1 month gap.**

Alternate - Models with similar product story, they can be launched together while the other product can be launched later.



# Placement

# PROMOTION

## MCP

### Planning Stage

Model	Variant	Planned
F29 5G	8 + 128	60%
	8 + 256	40%

Model	Variant	Planned
F29 Pro 5G	8 + 128	35%
	8 + 256	45%
	12 + 256	20%

### Sell –in Data (Till 7<sup>th</sup> April)

Model	Variant	Sell-In
F29 5G	8 + 128	56%
	8 + 256	44%

Model	Variant	Sell-In
F29 Pro 5G	8 + 128	41%
	8 + 256	39%
	12 + 256	20%

### Sell Out Data (Till 7<sup>th</sup> April)

Model	Variant	Sellout
F29 5G	8 + 128	61%
	8 + 256	39%

Model	Variant	Sellout
F29 Pro 5G	8 + 128	30%
	8 + 256	45%
	12 + 256	25%

### Insight

- Most F29 Pro users are not looking to upgrade device for next 3 years → 12 +256GB can handle all future task.
- 12GB + 256GB has attracted a lot of students for gaming purposes. Decent processor and 12GB RAM an added delighter for students
- 128GB demand to decrease in price point above 25K. Need to place more 256GB.

## Colo Ratio

### Planning Stage / Pre – KBF Research

Model	Variant	Planned
F29 5G	Glacier Blue	45%
	Solid Purple	55%

Model	Variant	Planned
F29 Pro 5G	Granite Black	50%
	Marble White	50%

### Sell – In Data (Till 7<sup>th</sup> April)

Model	Variant	Sell -In
F29 5G	Glacier Blue	45%
	Solid Purple	55%

Model	Variant	Sell - In
F29 Pro 5G	Granite Black	38%
	Marble White	62%

### Sellout Data (Till 7<sup>th</sup> April)

Model	Variant	Sellout
F29 5G	Glacier Blue	41%
	Solid Purple	59%

Model	Variant	Sell out
F29 Pro 5G	Granite Black	33%
	Marble White	67%

### Insight

Stock needs to be better planned → Many OEC displeased about low stocks during hot period.

- Some Regions mentioned that they had received less stock of F29 Pro black color and hence were forced to sell white.
- F29 Purple has gone out of stock.

Thank you