

# Beats By Dre

## Externship Insights

“Sound Matters”



Presented  
By:  
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## Overview

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## Company Overview

Beats by Dre was founded in **2006** by **Dr. Dre and Jimmy Iovine** to deliver premium sound quality to consumers. Initially recognized for its **high-end headphones and speakers**, Beats revolutionized the audio industry by blending **superior sound engineering with bold branding and celebrity endorsements**. The brand's marketing strategy was deeply rooted in pop culture, featuring top artists like **Justin Bieber, Lady Gaga, and P. Diddy**, who helped establish Beats as a status symbol among younger audiences.

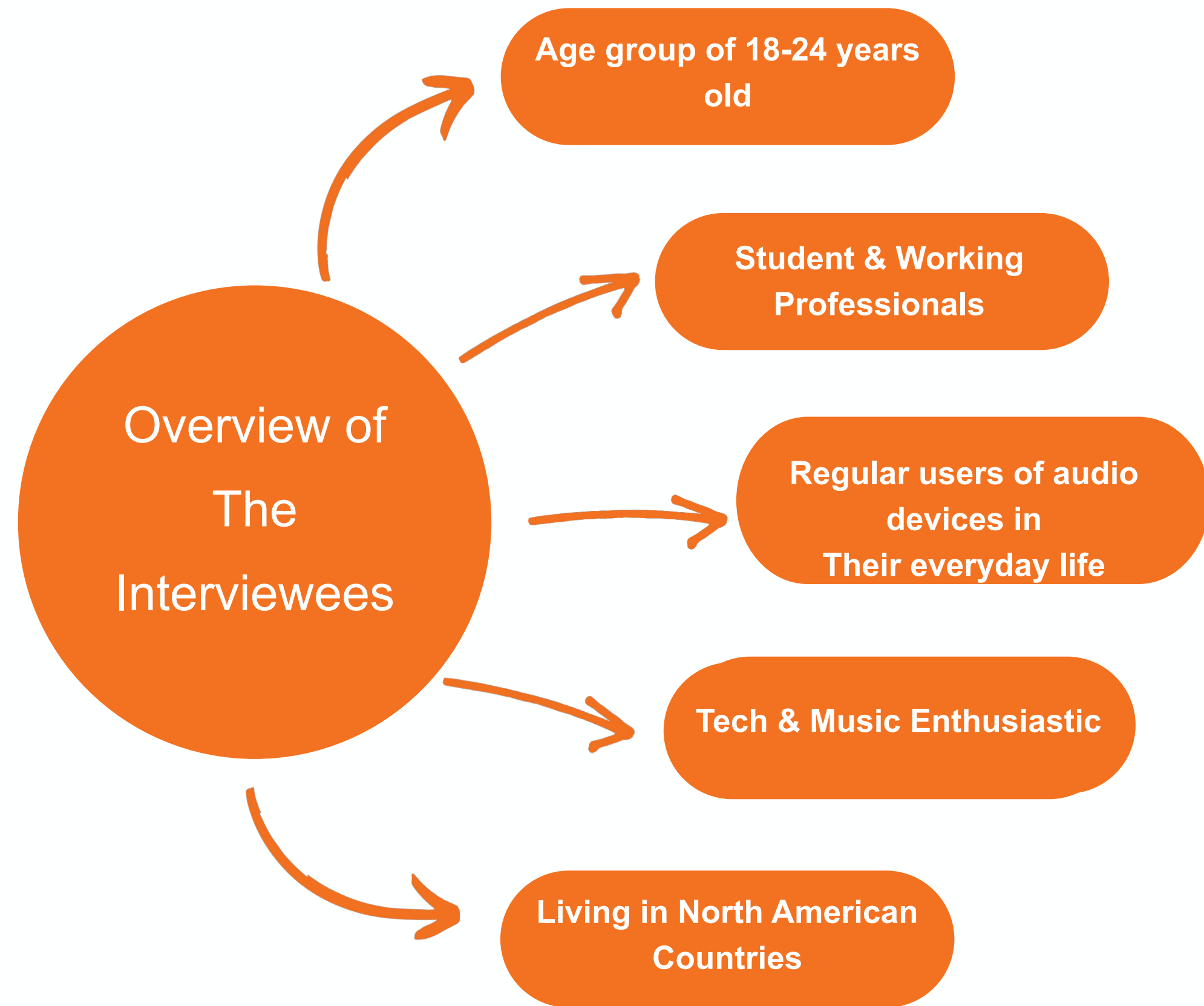
In **July 2014, Apple Inc.** acquired Beats for **\$3 billion**, integrating its expertise into Apple's ecosystem while expanding its product range. Today, Beats continues reinventing **premium sound entertainment** with a strong focus on innovation and design. The brand's latest launches, including **Beats Solo Buds, Beats Studio Pro, and Beats Pill**, reflect its commitment to blending cutting-edge technology with fashion-forward aesthetics.



## Research Objective

Beats by Dre is preparing to launch a **new wireless speaker** and aims to understand **Gen Z consumers (ages 18-24)** to tailor its product and marketing strategy effectively. Gen Z is a unique demographic—they are highly **stressed (72%) and anxious (77%)**, shaped by experiences like the **2018 financial crisis and the COVID-19 pandemic**. This generation values **authenticity, real experiences, and honest branding**, making it essential for Beats to connect with them in a **genuine and emotionally resonant way**.

Gen Z is also **fashion-conscious** and prefers brands that align with their **personal style and identity**. By gathering consumer insights through interviews and data analysis, Beats aims to refine its product features, messaging, and branding to resonate with this niche audience. The study explores Gen Z's **audio preferences, spending habits, and decision-making factors**, such as the influence of **trends, social media, and budget considerations** in purchasing speakers.



# Interview Questions



- What are the different audio devices you commonly use? (**Usage Patterns**)
- For what activities do you primarily use your speakers? (**Usage Patterns**)
- How often do you purchase new audio devices, and what prompts these purchases (e.g., replacement, upgrade, additional features)? (**Purchase Behaviour**)
- What was the last audio device you purchased? What made you choose that particular model and brand? (**Purchase Behaviour**)
- What kind of speakers do you use? (**Brand Identity**)
- How do you stay updated on new speaker models or technology? (**Awareness**)
- How important is sound quality to you when selecting a speaker? (**Sound Quality**)
- Do you prefer your speakers to have a certain design aesthetic, and how does this align with your personal space or usage? (**Features**)
- What is your budget range when purchasing wireless speakers, and how flexible are you with exceeding this range for the right features? (**Price**)

# Interview Planning

## Beats By Dre - Marketing Research

### Interview Planning - Finding Candidates

Name	Age	Location	Occupation	Contact Information	Reaction	Preference	Shortlisted				
Anmol Singh	24	Oakville	Sales Associate		Negative	N/A	NO				
Austin	24	Mississauga	Student		Positive	Camera ON	YES				
Karan Kapoor	24	North York	Project Coordinator		Negative	N/A	NO				
Divanshyu Nihal Singh	23	Oakville	Software Developer		Positive	Camera OFF	YES				
Thomas Matthew	22	Toronto	Student		Positive	Camera ON	YES				
Rifat Ahmed	21	Mississauga	Marketing Coordinator		Positive	Camera ON	YES				
Arafat Ahmed	20	Mississauga	Student		Negative	N/A	NO				
Affan Abedin	18	Oakville	Student		Positive	Camera ON	YES				



# Finalized Participants

## Beats By Dre - Marketing Research

### Finalized Participants

Name	Age	Location	Occupation	Date of Interview	Time of Interview	Preference	Mode				
Austin	24	Mississauga	Student	2024-06-06	9:30 PM	CAMERA ON	Zoom Call				
Divanshyu Nihal Singh	23	Oakville	Software Developer	2024-06-08	8:00 PM	CAMERA OFF	Zoom Call				
Thomas Matthew	22	Toronto	Student	2024-06-10	8:00 PM	CAMERA ON	Zoom Call				
Rifat Ahmed	21	Mississauga	Marketing Coordinator	2024-06-15	8:30 PM	CAMERA ON	Zoom Call				
Affan Abedin	18	Oakville	Student	2024-07-03	7:00 PM	CAMERA ON	In-Person				



# Data Collected

Beats By Dre - Marketing Research											
Collected Data											
Participants	Age	General Audio Device	Current Speakers	Primary Use of Speakers	Sound Quality	Design	Must-have features	New Device Purchase Decision	Budget for New Speaker	Ideal Speaker Qualities	Preferred Brand
Austin	24	Wireless Headphone (Beats Pro)	N/A	Music, House Party & Outdoors	5	4	Long battery life & Bass Boost	Influenced	Medium to High	AI Integration, Water-Resistant, Compact	Beats
Divan shyu Nihal Singh	23	Airpods (Apple)	Marshall Action III	Outdoors & Houseparty	5	3	Spatial Audio & Siri Integration	Practical	Medium	Smart Assistant, Voice Control & Multi-device connectivity	Apple
Thomas Matthew	22	Airpods (Apple)	N/A	Houseparty	5	5	Multi-Speaker Sync & AI features	Influenced	High	Customizable Sound Profiles & Durable Build	Marshall
Rifat Ahmed	21	Speaker	JBL Go 4	Work, Hangout, House party, Gaming	5	5	Water Proof, Long battery life & Multi Speaker Sync	Influenced	High	RGB Lighting & Multi-Device Connectivity	JBL
Affan Abedin	18	Wireless Headphone (JBL Tune Beam)	Amazon Echo	Movies & Gaming	3	1	Multi-Speaker Sync & Water proof	Practical	Low to Medium	Water-Resistant & Multi-Device Connectivity	Marshall

# Data Collected

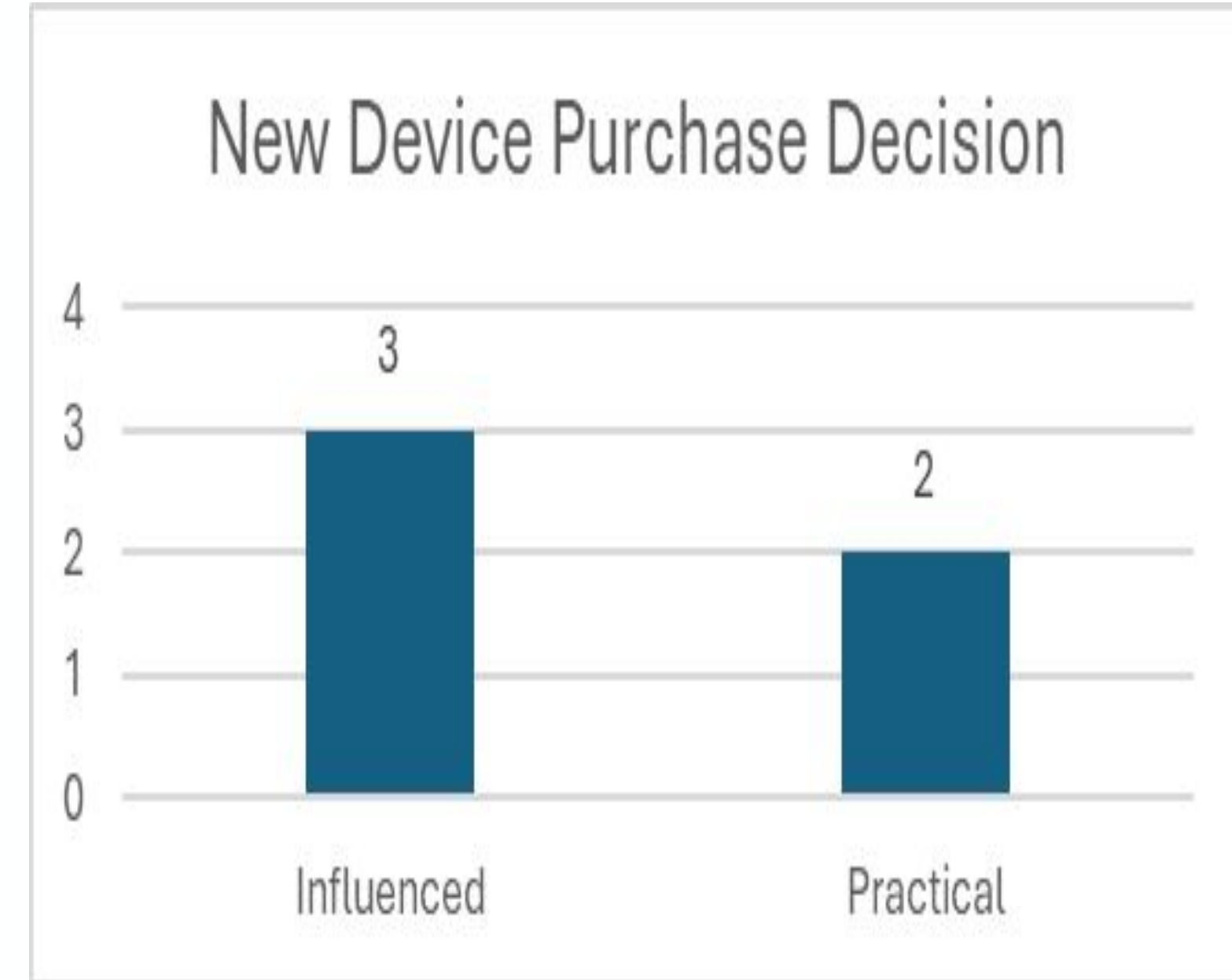
Sound Quality & Design	
Rating Scale	Terms
5	Very Important
4	Important
3	Neutral
2	Slightly Important
1	Not important

Budget for New Device	
Range	Amount
High	\$500+
Medium to High	\$300 to \$500
Medium	100\$ to 300\$
Low to Medium	50\$ to 100\$
Low	Below 50\$

Purchase Decision	
Influenced	Practical
Friends	If it's on sale
Social Media Hype (FOMO- Fear of Missing Out)	If the old one stops working
Favorite Artists/Actor/Actress	
Instagram	

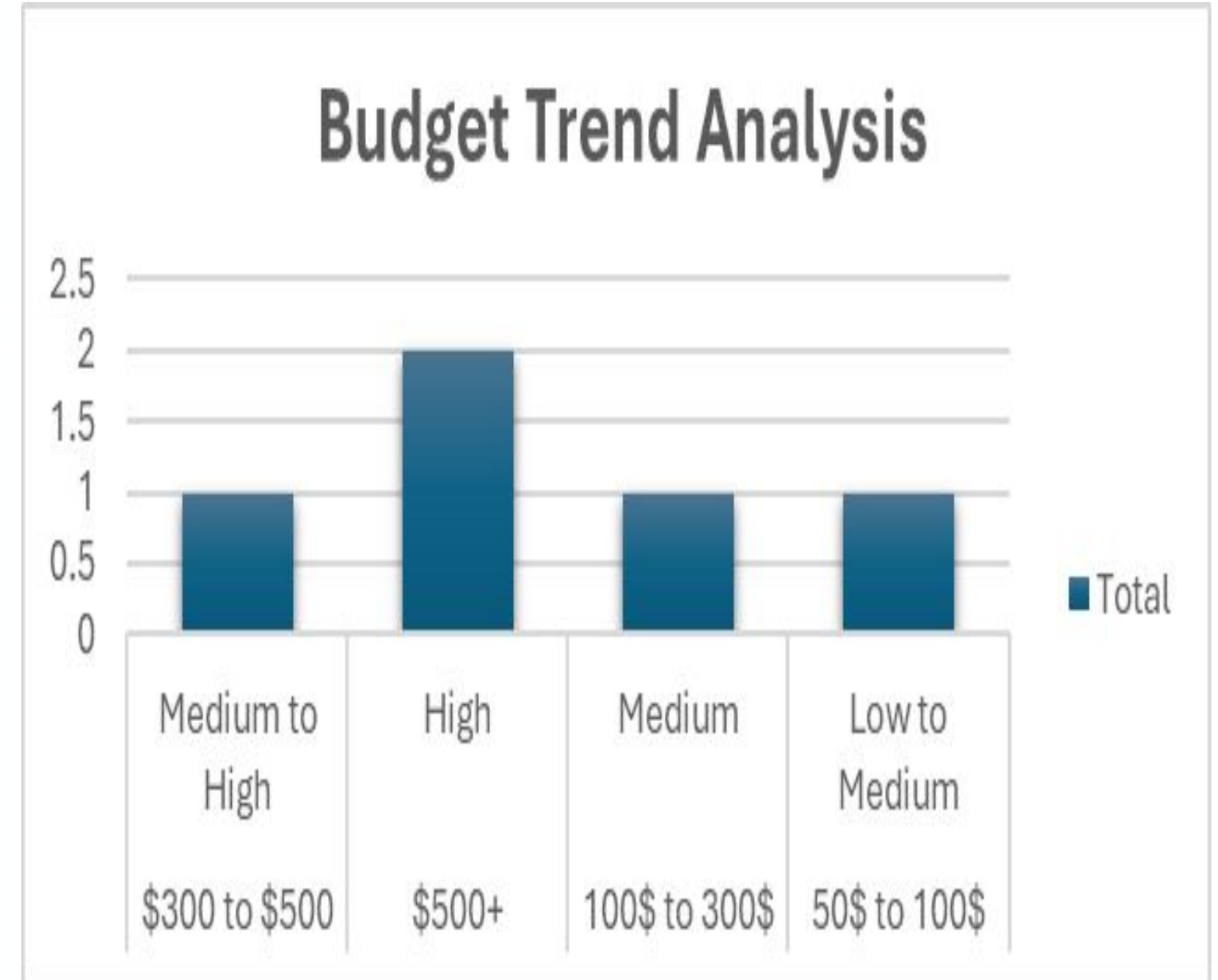
# Purchase Decision Trend

Purchase Decision Trends	
New Device Purchase Decision	Count of New Device Purchase Decision
Influenced	3
Practical	2
Influenced	Practical
Friends	If it's on sale
Social Media Hype (FOMO-Fear of Missing Out)	If the old one stops working
Favorite Artists/Actor/Actress	
Instagram	



# Budget Trend Analysis

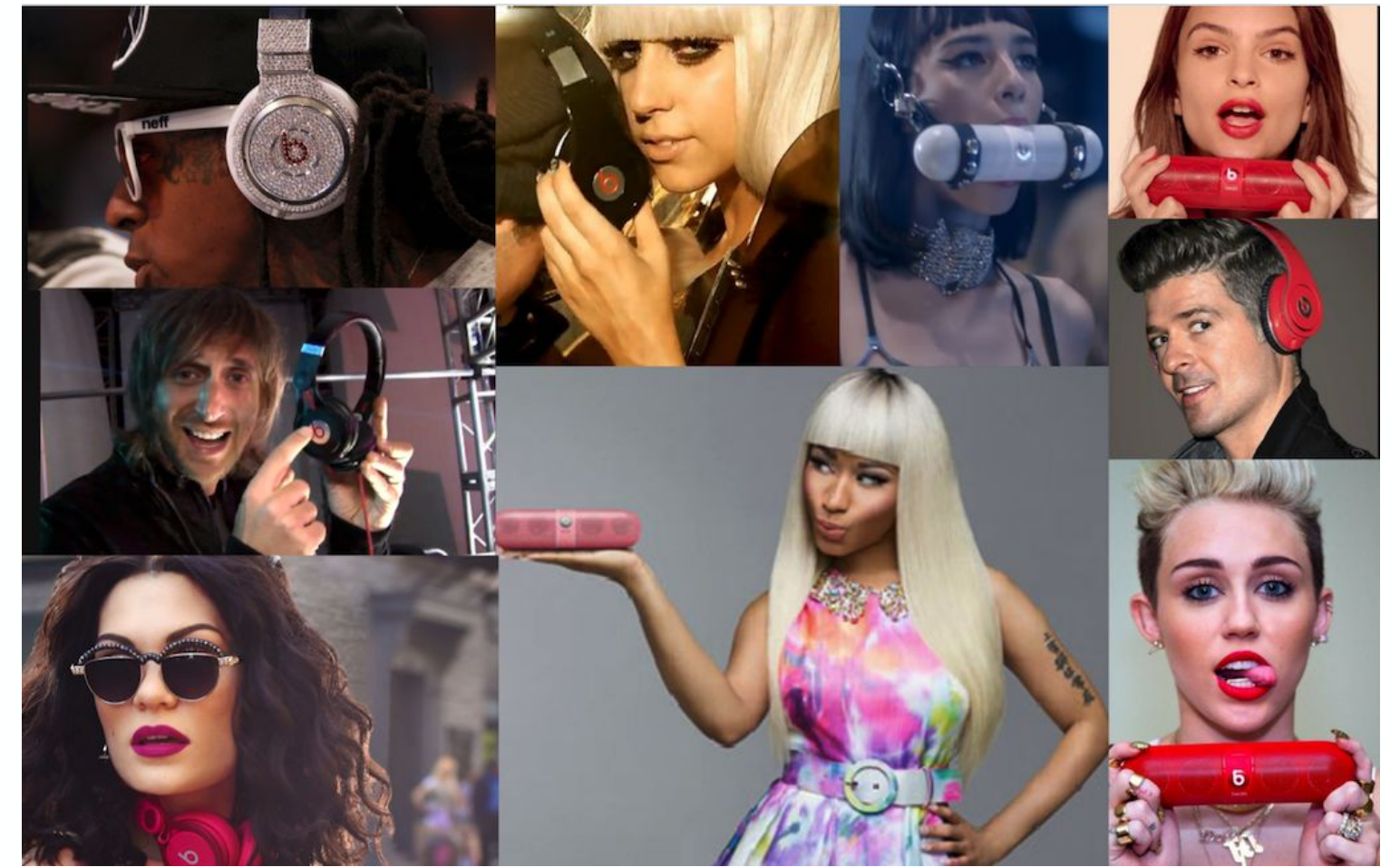
Budget Trend Analysis		
Amount	Budget for New Speaker	Count of Participants
\$300 to \$500	Medium to High	1
\$500+	High	2
100\$ to 300\$	Medium	1
50\$ to 100\$	Low to Medium	1

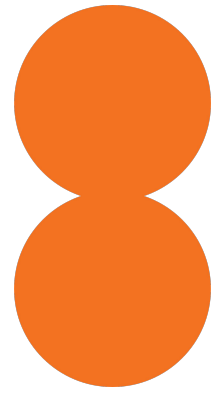




# Recommendations

- Focusing more on the “**Influencer Marketing**”
- “**Storytelling**” through Designs
- More “**AI Features**” in products





# Thank You

