

INTRODUCTION

- ▶ boAt is an Indian company that market audio -focused electronic gadgets like wireless speakers, earbuds (Airdopes), wired and wireless headphones and earphones, home audio equipment, premium rugged cables, and selection of other technological accessories.

boAt

BRAND RESEARCH AND IDENTITY

BRAND IDENTITY :

- ▶ The name boat reflect a casual, trendy vibe .
- ▶ The logo boats can symbolize many things, including : courage, journey, leaving behind, Getting into your zone.

UNIQUE SELLING PROPOSITION (USP) :

- ▶ Affordable, durable, and ultra -fashionable.

BRAND MESSAGING :

- ▶ Tag line : plug into Nirvana means achieving complete peace and enlightenment through perfect music, which connects deeply with the soul and brings a sense of tranquility

Nirvana is a place of perfect peace and happiness, like heaven



COMPETITOR ANALYSIS

The top competitors of the boat are :-

Gonoise, Mivi, and Skullcandy .

Gonoise :-

Gonoise is the biggest rival of boat. It is headquartered Gurgaon, Haryana, India and was founded in 2014 . Gonoise competes in the electronic equipment industry

Mivi:-

Mivi is the biggest rival of boat .It is headquartered in Telangana, Andhra Pradesh, India and was founded in 2015. Mivi also operates in the electronic equipment industry.

Skullcandy:-

Skullcandy is also one of the top competitors of boat .It is headquartered in park city,Utah and was found in 2003.

skulicandy also works in the electronic industry.



BUYER'S PERSONA

In practice, buyer personas can help drive many essential processes within a company. Here are a few examples:

Product Development - Buyer personas offer valuable insights into needs, preferences, and pain points of the target audience.

Market Strategy- Buyer's personas help business understand audience motivations and behaviours, which can help craft messaging that drives engagement.

Working with buyer's persona can help: guide product development inform content generations efforts.