

MODERN TEXT

Our Team



张颂灵 Group member

Beginning and summarize

Responsible for introducing at the beginning and comparing other styles of DJI series at the end, explaining our advantages.

Member's contributions:20%



王子扬 Group member

part 1

Responsible for introducing this product in detail and explaining the reasons why it is loved by our team members.

Member's contributions:20%



张普宁 Group member

part 2

Responsible for designing a survey questionnaire, surveying target customers, and analyzing the collected data.

Member's contributions:20%



罗志坚 Group leader

part 3

Responsible for market positioning our selected products and discussing their unique value and how they stand out from the crowd.

Member's contributions:20%



王博雯 Group member

part 4

Responsible for identifying and analyzing the sales channels, advantages, and disadvantages of products

Member's contributions:20%

UILES

DJI Osmo Pocket

P R E S E N T A T I O N T E M P L A T E

SEARCH



Product Introduction



Customer Profile Analysis



Market Positioning



Distribution Channel Description



Why is the DJI Osmo Pocket series so attractive to consumers?



Image quality#1

The first thing that cannot be thrown away is undoubtedly the image quality. Don't be fooled by the small size of the DJI Pocket 3, the image quality it captures is truly stunning at a glance. Compared to smartphones and sports cameras, the difference can be seen, with a more beautiful background blur that highlights the subject more. I think the beautiful blurring, larger light intake, and stable mirror movement are all key factors that attract people to the DJI Pocket 3.



Portability and simplicity of operation #2

Easy to carry. Generally, traditional full frame cameras are about the size of four or five water bottles and are particularly heavy. And the size that can be controlled by one hand, with a weight similar to that of a mobile phone, makes it even more enjoyable to play with. What's even better is that it can be turned on by simply rotating the screen, and after shooting, it can be turned off by simply rotating the screen without touching a button, which is really worry free. In addition, the daily battery life of this machine is also very strong. When fully charged, it can shoot 4K images continuously for more than two hours.



Powerful function #3

The "protagonist following" function equipped on the DJI Pocket 3 is equivalent to bringing a photographer. When there is no one nearby to help shoot, press the joystick three times in a row to flip the camera 180 degrees and switch to selfie mode, and automatically lock the portrait in the center of the frame. If two people enter the camera at the same time, turn on the main character and follow, adjust the composition with the joystick, connect the triangle bar, and the automatic tracking function will be fully activated. Double click on the face to automatically track, and the camera lens will keep chasing you and placing you at the center of the frame.



PART ONE

P R E S E N T A T I O N T E M P L A T E

Product Introduction



大疆创新

Brand Introduction



The founding time and place of DJI

In 2006, DJI Innovation was established in Shenzhen, initially focusing on the research and development of UAV flight control system.



Brand concept

Dji's brand concept is "The Future of Possible", and it is committed to becoming a technology company that continues to promote the progress of human civilization.



Product

Dji is mainly aimed at science and technology photography enthusiasts and professional industry users, such as film and television media, energy inspection, remote sensing mapping, agricultural services and infrastructure projects and other fields of customers.



DJI Osmo Pocket Series



DJI Osmo Pocket 1

This camera was launched in 2018 and has ultimate portability, weighing only 116 grams. It can shoot up to 4K video with a battery life of two hours



DJI Osmo Pocket 2

Multiple upgrades have been made based on Pocket 1, supporting 4K/60fps video recording and adding HDR video functionality. It also features a matrix stereo system and multiple shooting modes, further enhancing the user experience



DJI Osmo Pocket 3

This is the latest version of the series, equipped with a 1-inch CMOS sensor, supporting 4K/120fps video recording and 10 bit D-Log M color mode. It is also equipped with a 2-inch OLED screen and a brand new three-axis stabilization system, further improving image quality and operational convenience

Your Subtitle Will Go Here

Reasons why this product is a favorite among group members

REASON #01



DJI Osmo Pocket Series is recently popular and loved by consumers.

REASON #02



DJI Osmo Pocket series has broken the traditional brand monopoly in the camera market and has a promising development prospect.

REASON 03



Compared to the DJI drone, it is easier to enter our lives.



Key features and benefits

One

The DJI Osmo Pocket series devices are designed to be compact and lightweight, making them easy to carry around. It is easy to grip with only one hand, perfect for daily travel and travel records.



Six

The DJI Osmo Pocket series supports 10 bit D-LogM and HLG modes, capable of recording up to 1 billion colors. Its ultra-high dynamic range can record more details and provide more post production adjustment space.

Five

The DJI Osmo Pocket series devices have full pixel rapid focusing function, which can quickly and accurately focus and is suitable for capturing fast-moving objects.



Four

The DJI Osmo Pocket series devices can also work stably in high temperature environments. Although the body heats up, the overall performance is still excellent. And some models have certain waterproof and dustproof capabilities.



Three

The DJI Osmo Pocket series support touch operation, sufficient brightness, no pressure for outdoor use.



Two

The DJI Osmo Pocket series devices are equipped with high-performance image sensors that support 4K/120fps high-definition video recording, capable of recording more color information and dynamic range.



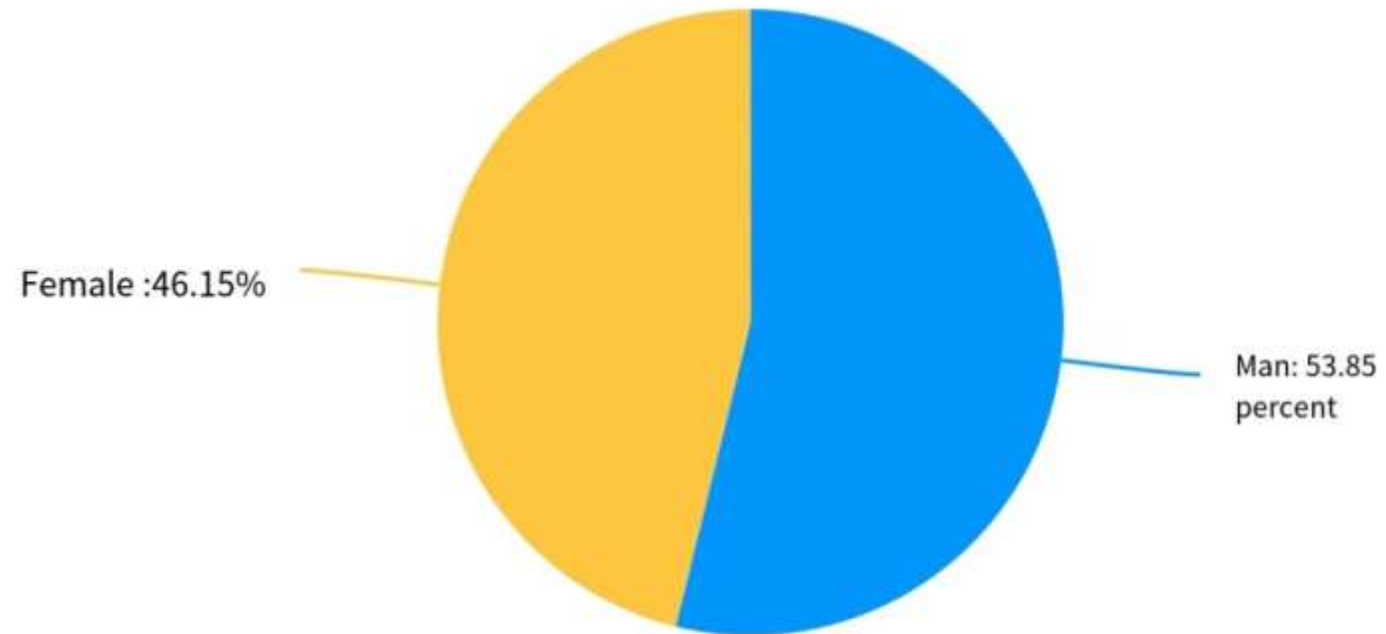
PART TWO

P R E S E N T A T I O N T E M P L A T E

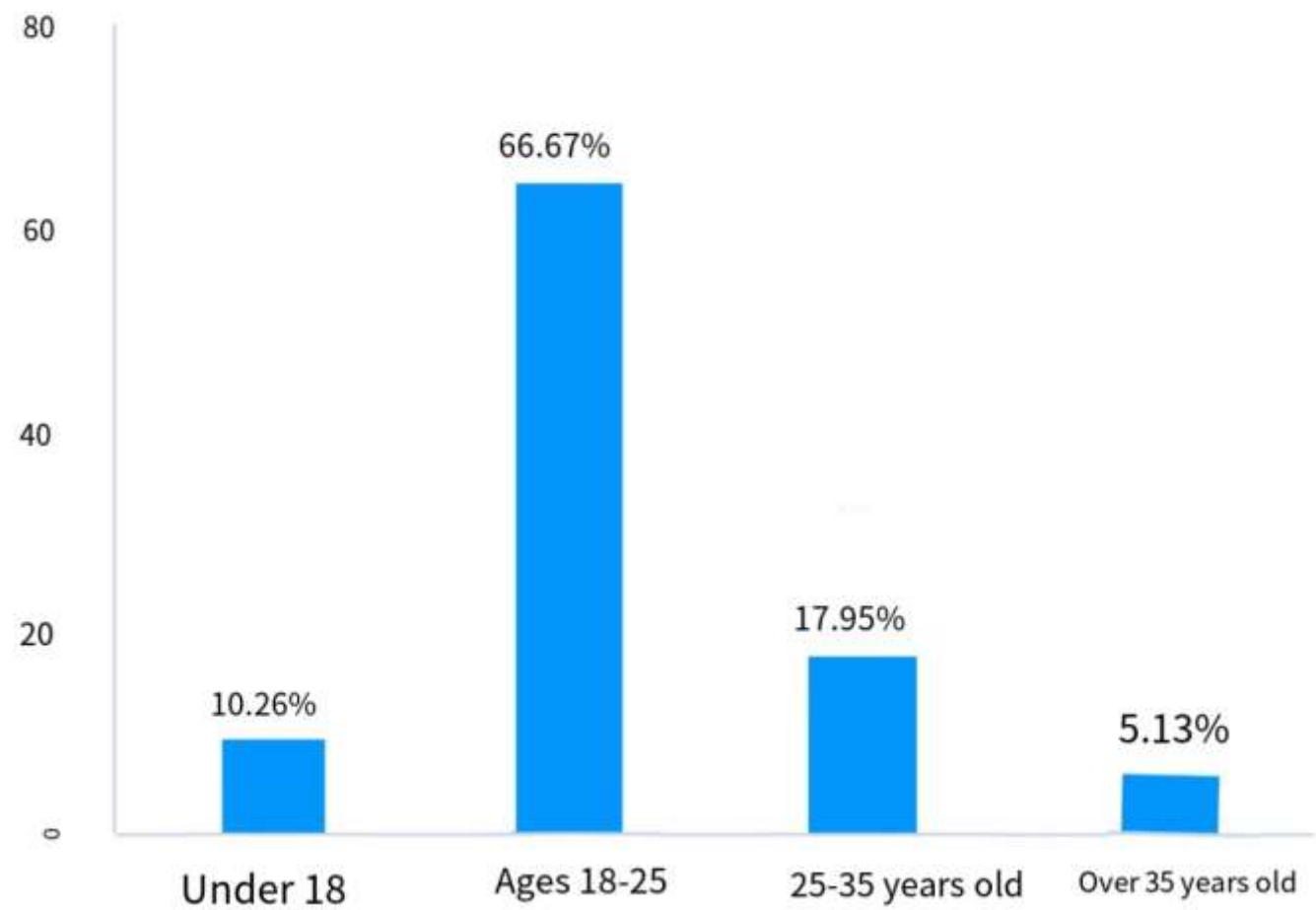
SEARCH

Data Anslysis

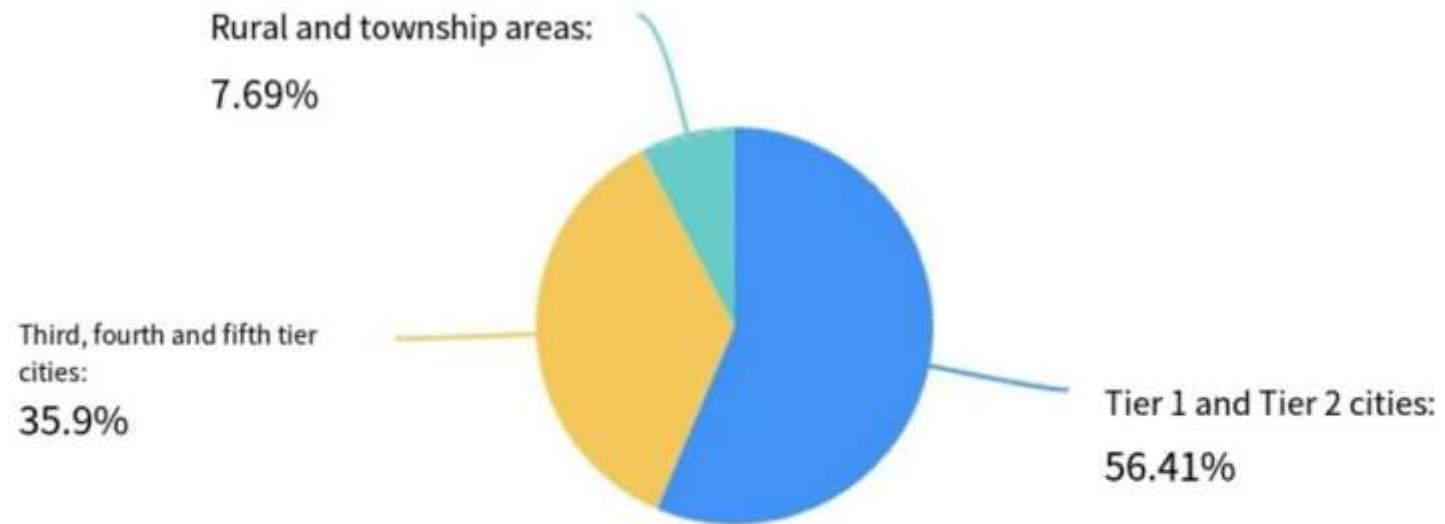
1. Your gender



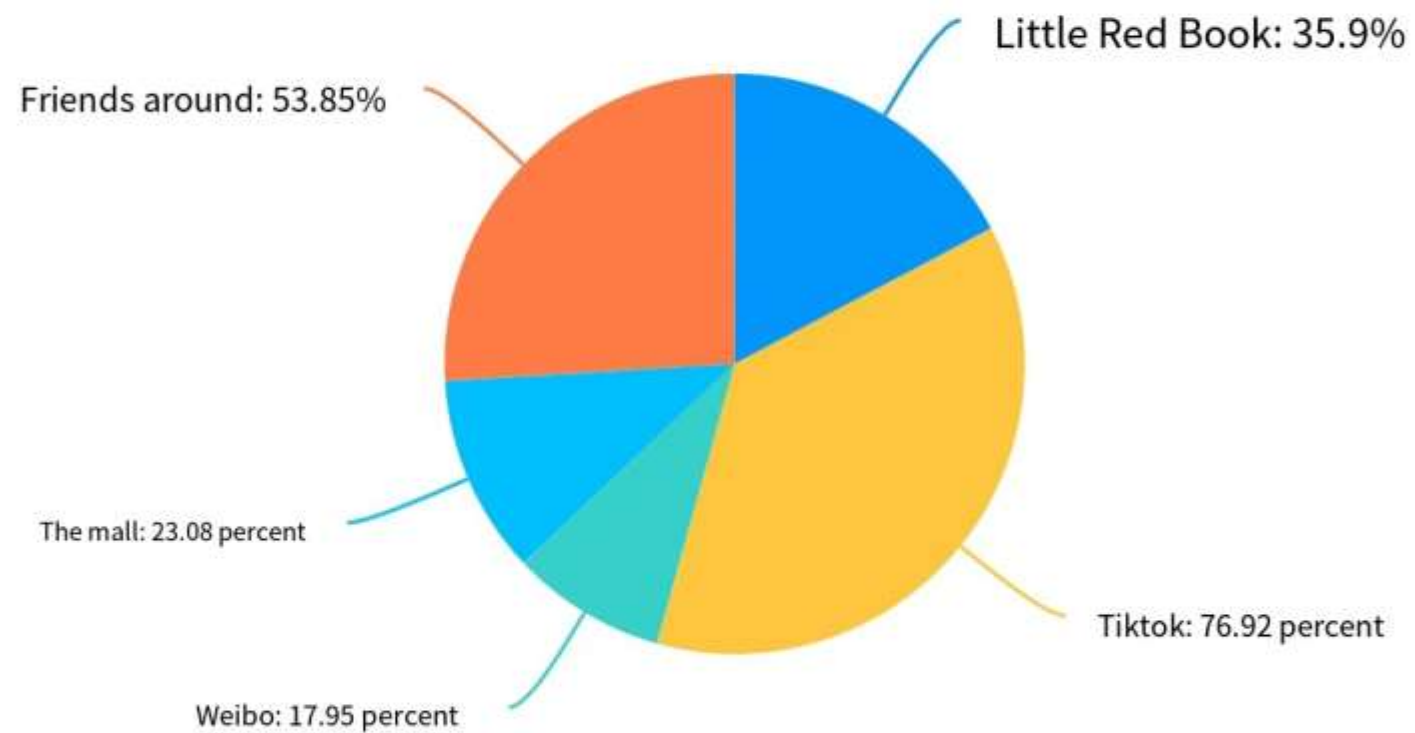
Your age group



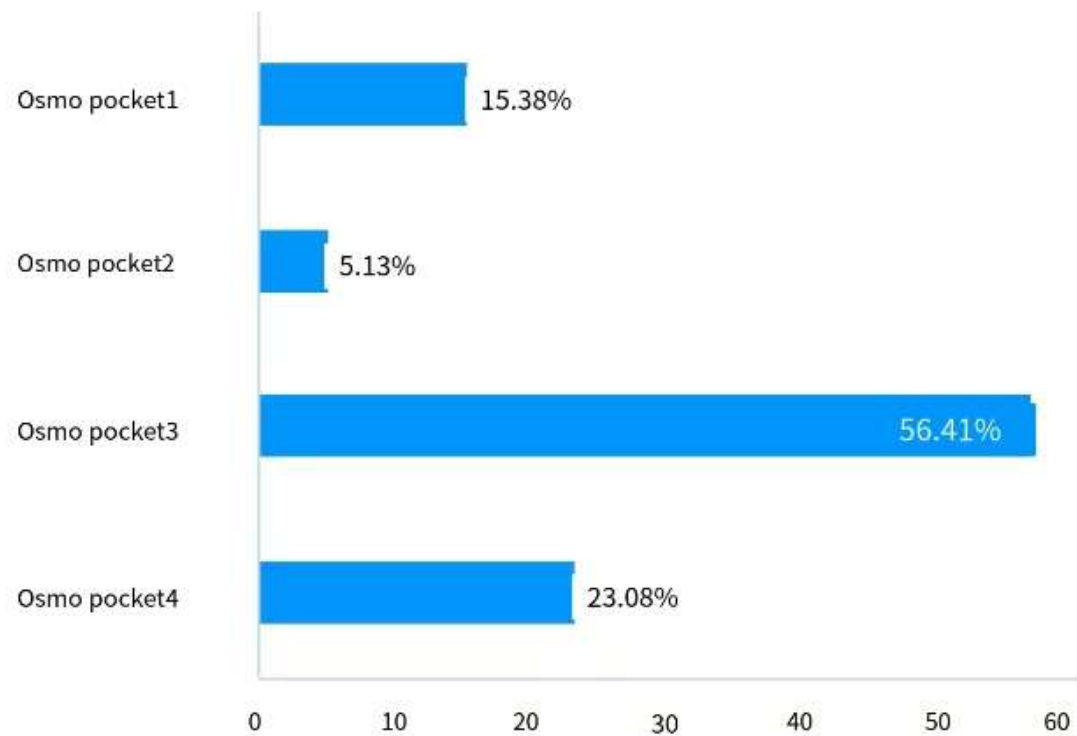
4. Where do you mainly live or work?



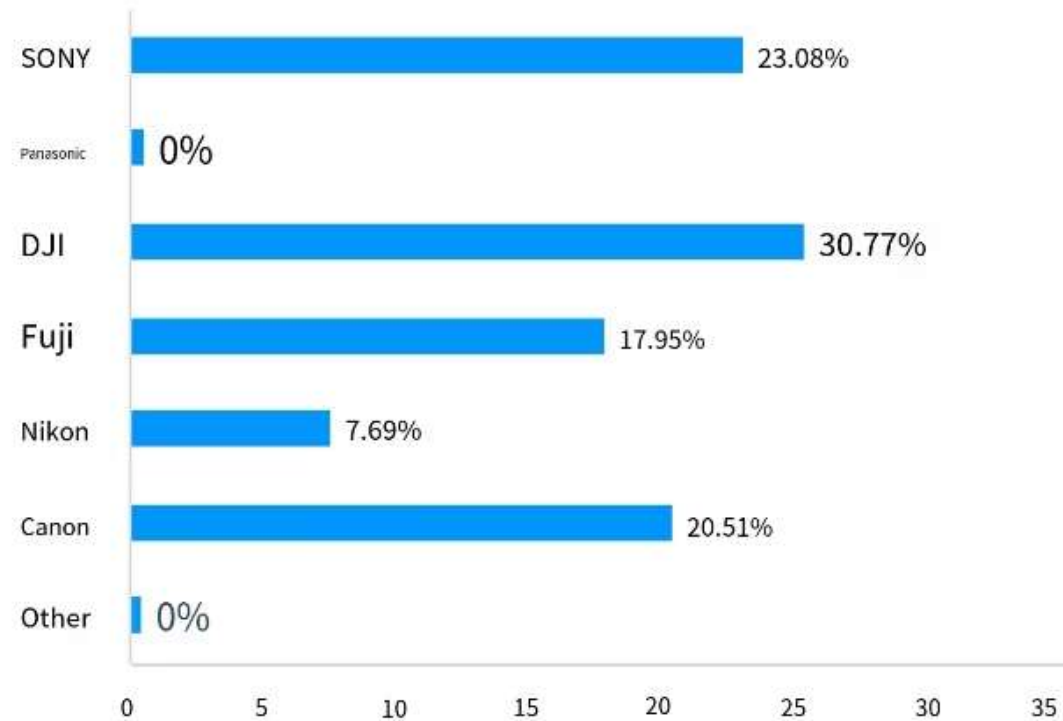
7. Where did you hear about DJI



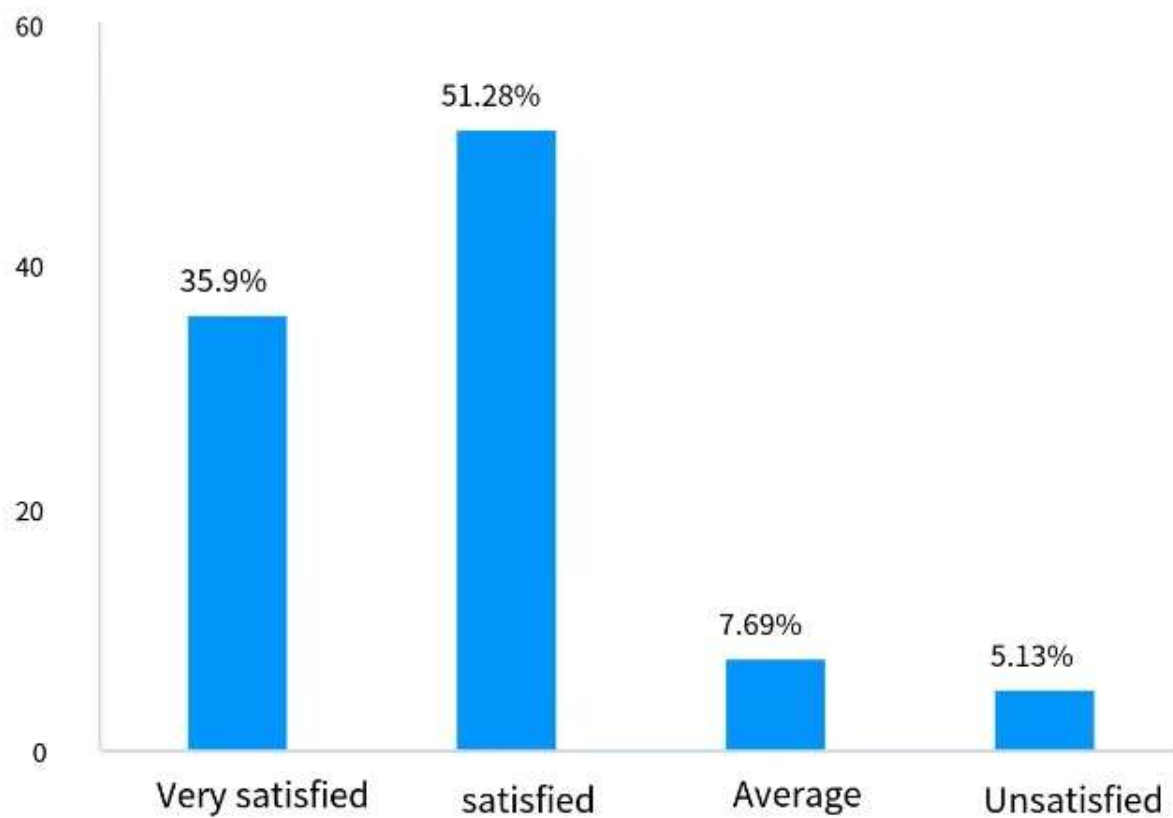
9. Which osmo pocket do you prefer



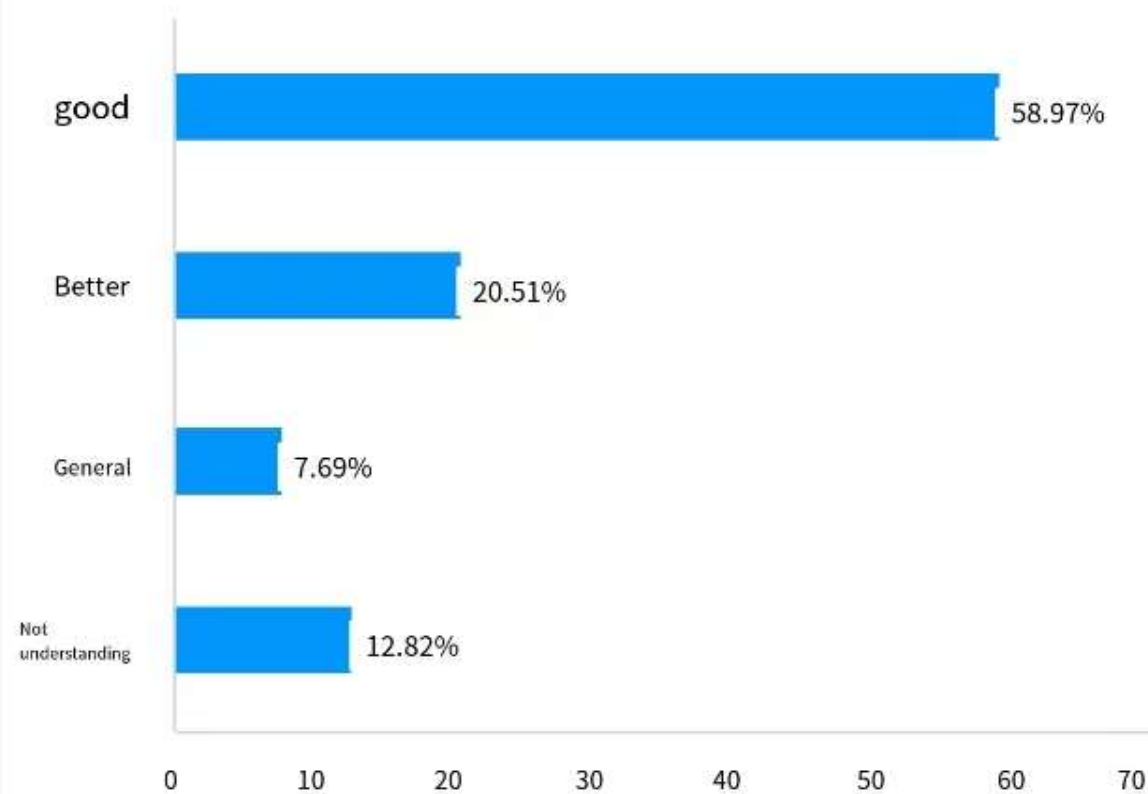
6. If you want to buy shooting equipment, which brand do you prefer?



11. Your satisfaction with the osmo pocket series



12. How do you feel about the promotion of DJI osmo pocket series



PART THREE

P R E S E N T A T I O N T E M P L A T E



Market Positioning

DJI Osmo Pocket Series



In the fast-growing market of portable photographic equipment, DJI Osmo Pocket series firmly occupies the leading position in high-end handheld gimbal cameras, with its unique product features and outstanding performance.

Target Audience

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Content Creators



Photographers

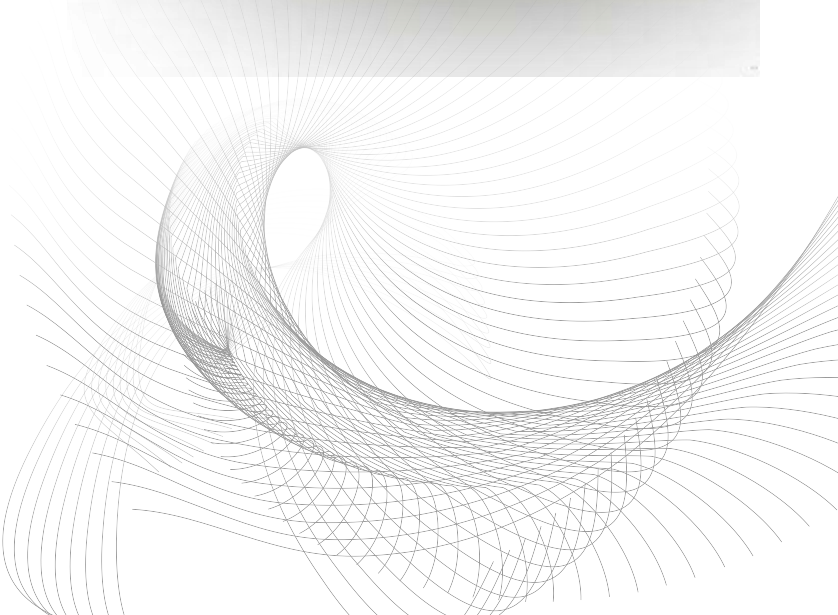
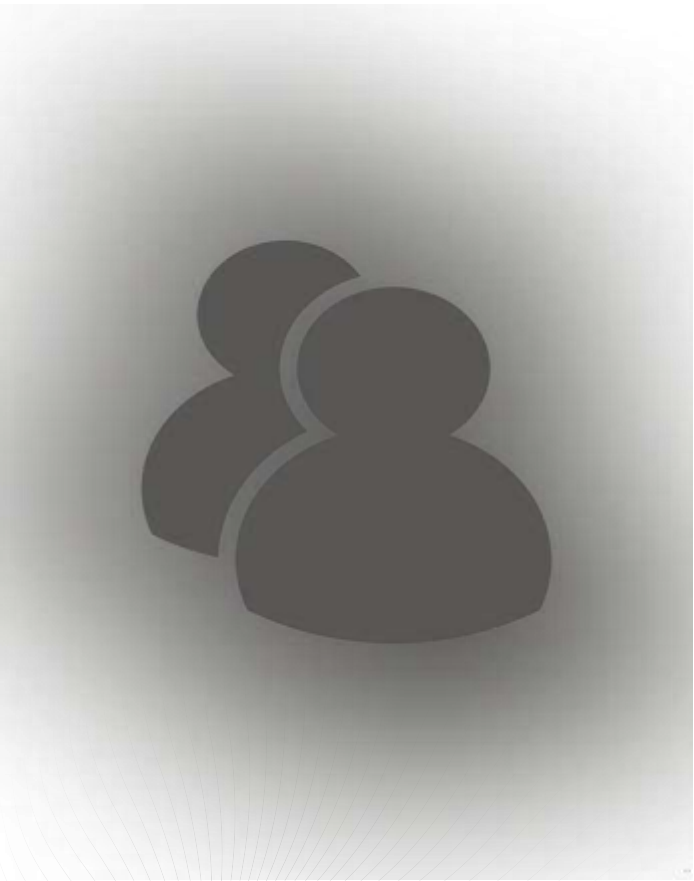


Travelers



Social Media Users

/August



Market segmentation

Primary Market



China & North America

Tier 1 Market

Precision Advertising

Social Media Interaction

Collaboration with local partners

High-end market

Secondary Market



Europe

Tier 2 Market

Expanding Market Coverage

Promote customized products

Combine online and offline activities

middle and high-end market

Tertiary Markets



Asia & Australia

Tier 3 Market

Increase brand awareness

Wide audience coverage

Emphasis on cost performance and ease of use

middle market

Market Share and Sales Data

Leading Position

DJI Osmo Pocket 3 holds 24.3% of the Japanese camcorder market.

Consistent Growth

DJI leads camcorder sales in Japan for 11 consecutive months.

Significant Increase

Market share grew from 7.3% in September 2021 to 37.7% in September 2024.



Hey, Hey, hey! It's Fat Heijialuo! Now I'm gonna

Unique Selling Points

Portability and Performance

Advanced Image Processing

Left
option

Right
option

Anti-Shake Technology

Intelligent Functions

Core Competitiveness

Technological Innovation

Continuous advancements in portability, anti-shake performance, and intelligent shooting functions.

Brand Influence

Strong global presence as a leading manufacturer of drones and imaging equipment.

User Experience

User-centered design focusing on needs and usage habits enhancing reputation and loyalty.

Ecosystem

Expandable functionality through accessories, increasing user engagement and brand competitiveness.

PART FOUR



Distribution Channel Description

DJI pocket uses dual distribution channels and direct channels and indirect channels to make it easier for customers to buy.

direct channels



indirect channels



Direct channels

DJI Store

YouTube, Instagram, Facebook and other platforms provide jump links to the official store.

Offline specialty store



Advantages



Information feedback is accurate and timely

Direct contact between producers and consumers, timely feedback transmission.



Brand control, image maintenance

DJI has direct control over product display, sales and service processes to ensure consistency and high standards of brand image.

Disadvantages



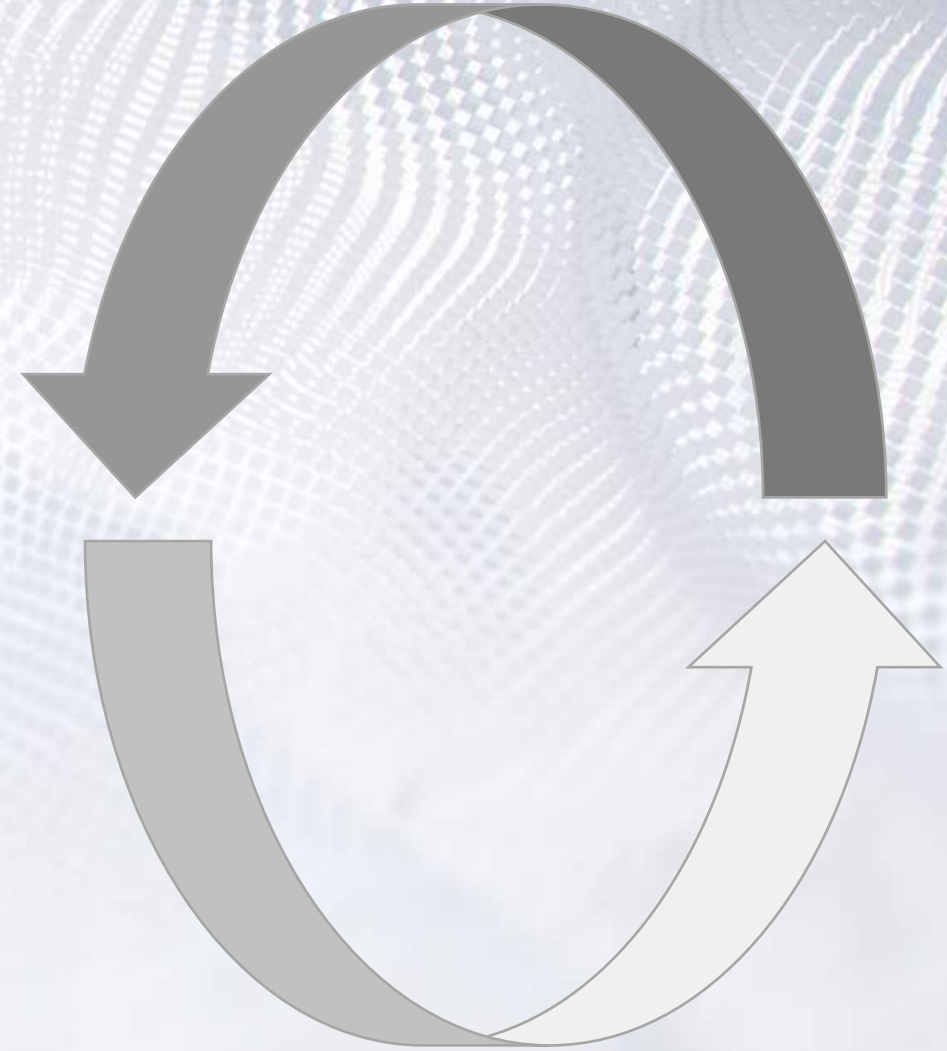
High operating costs

Including the construction of the official mall, offline store decoration and rent, staff wages and other costs.



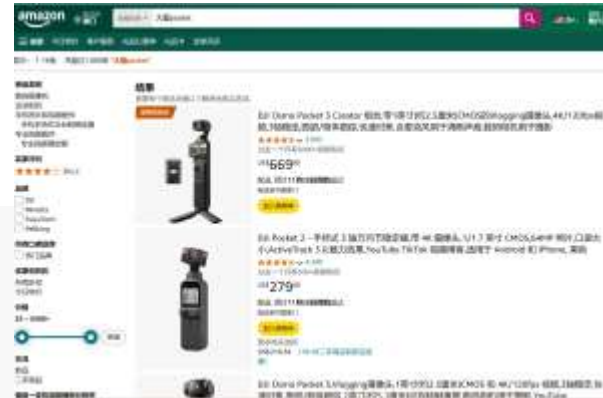
Limited market coverage

Direct channel to the market coverage is limited, the marketing network is narrow, need to spend more time to expand the market.



Indirect channels

Retail agents are third-party operators that have signed cooperation agreements with DJI. They are licensed to sell DJI products in specific regions.



EDIT TITLE HERE

Analyse



#1 Extensive market coverage



#2 Reduce the cost of sales



#1 Brand image is difficult to control



#2 Information feedback is not timely



#3 Middlemen have channel conflict



PART FIVE

P R E S E N T A T I O N T E M P L A T E

SEARCH

Summary

Summary&Reflection

How does DJI Osmo Pocket compare to other series such as drones?

Shooting perspective and creativity, technical requirements and learning curve, cost considerations, usage scenarios and flexibility (weather effects and prohibited drone flight areas)





THANK YOU