



## **Team Theta**

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# Overview

1. Motivation and Context
2. Why Froz?
3. Survey & Results
4. Segmentation Analysis
5. Positioning Analysis
6. Recommendations & Limitations



# Motivation



## Sustainability

- Eliminating plastic and non-reusable bottles
- Consumers become more environmentally conscious



## Functionality+ Style

- Consumers (especially Gen Z) want products that are stylish, portable and represent their own personal style
- Many re-usable bottles are EITHER stylish or functional



## Personal Well-Being

- People are taking care of the bodies and health more than ever
- Plastic Bottles tend to release chemicals into the liquids, especially when they become hot



# Why Froz?

**More than just a reusable water bottle. We provide a complete hydration solution that aligns with your values and exceeds your expectations.**

## Uparelleled Sustainability

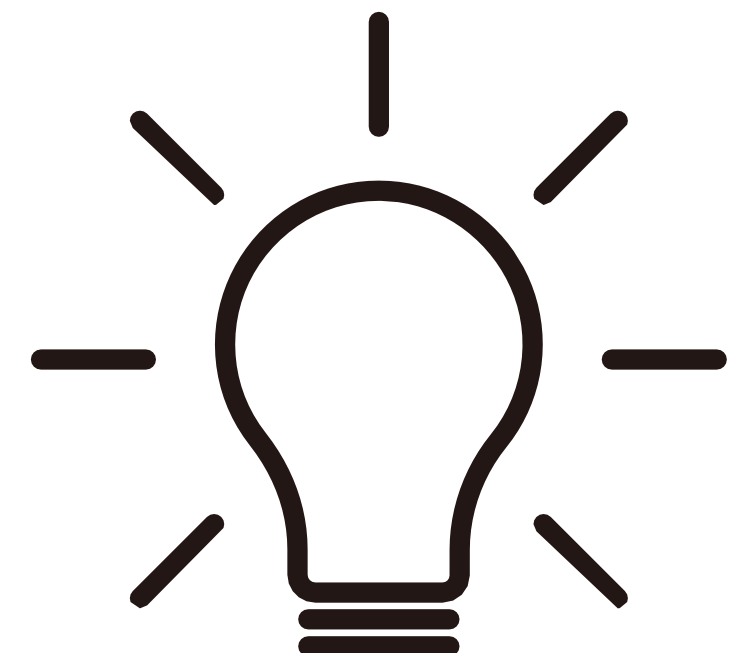
- Crafted from 100% recycled Aluminum, Steel and Recycled Plastic
- Old bottles can be returned and recycled into new ones
- Every Froz purchase donates \$3 to The Ocean Cleanup Org.

## Innovative Functionality +Style

- 2 lid options, the Squeeze and Waterfall (Chug) +36 hr. cold/heat retention
- Sleek, Sophisticated and Ergonomic Design
- Customization (extra cost)

## Easy Maintenance

- Easy-clean design
- Fully Dishwasher safe



# Our Lineup

## The Chiller

1L Capacity

Price: \$20



## The Big Chiller

1.2L Capacity

Price: \$25

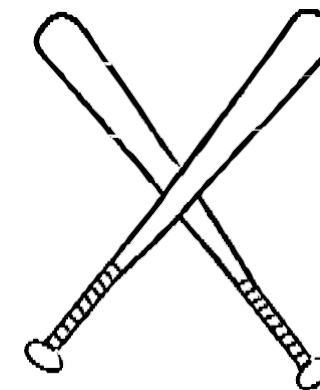
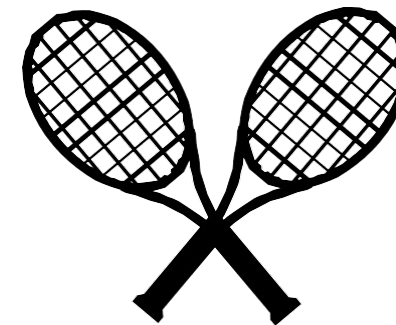
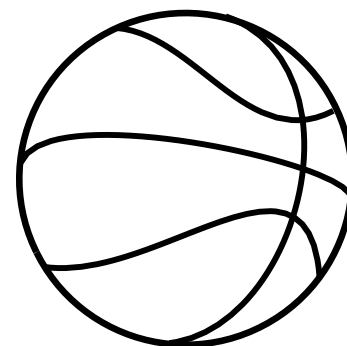




# Survey Results

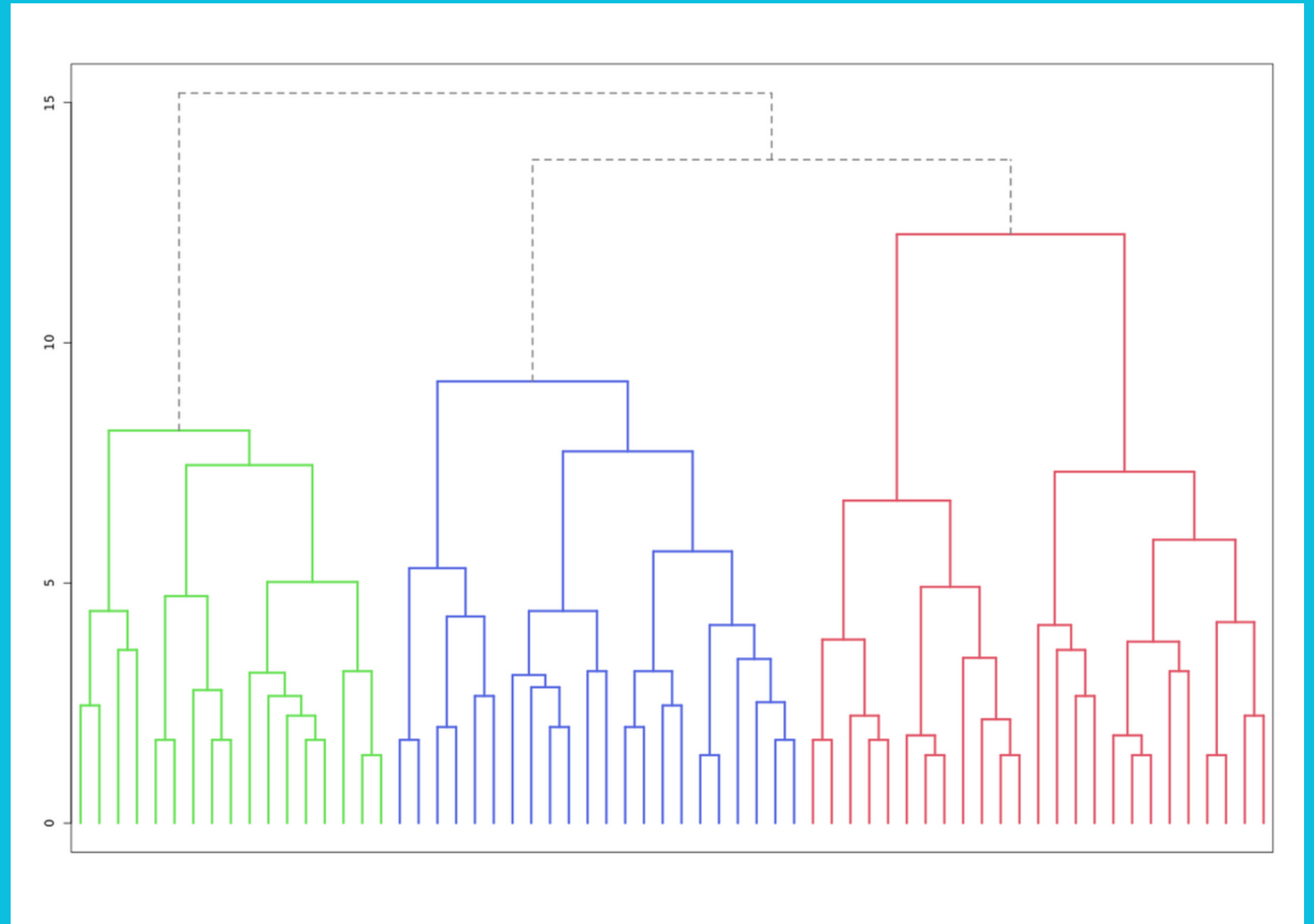
\*respondents were presented Froz's features, value proposition and render of our product line

- 64 Respondents, 39 male and 25 female
- Geographically Located in Massachusetts (most), New York, California and Texas (least)
- When compared to competitors, respondents seemed more likely to purchase Froz as their next water bottle
- On average, respondents are willing to pay \$22.27 for a re-usable bottle
- Main Use: Team Sports (Soccer, Basketball, Baseball, etc.)



# Segmentation

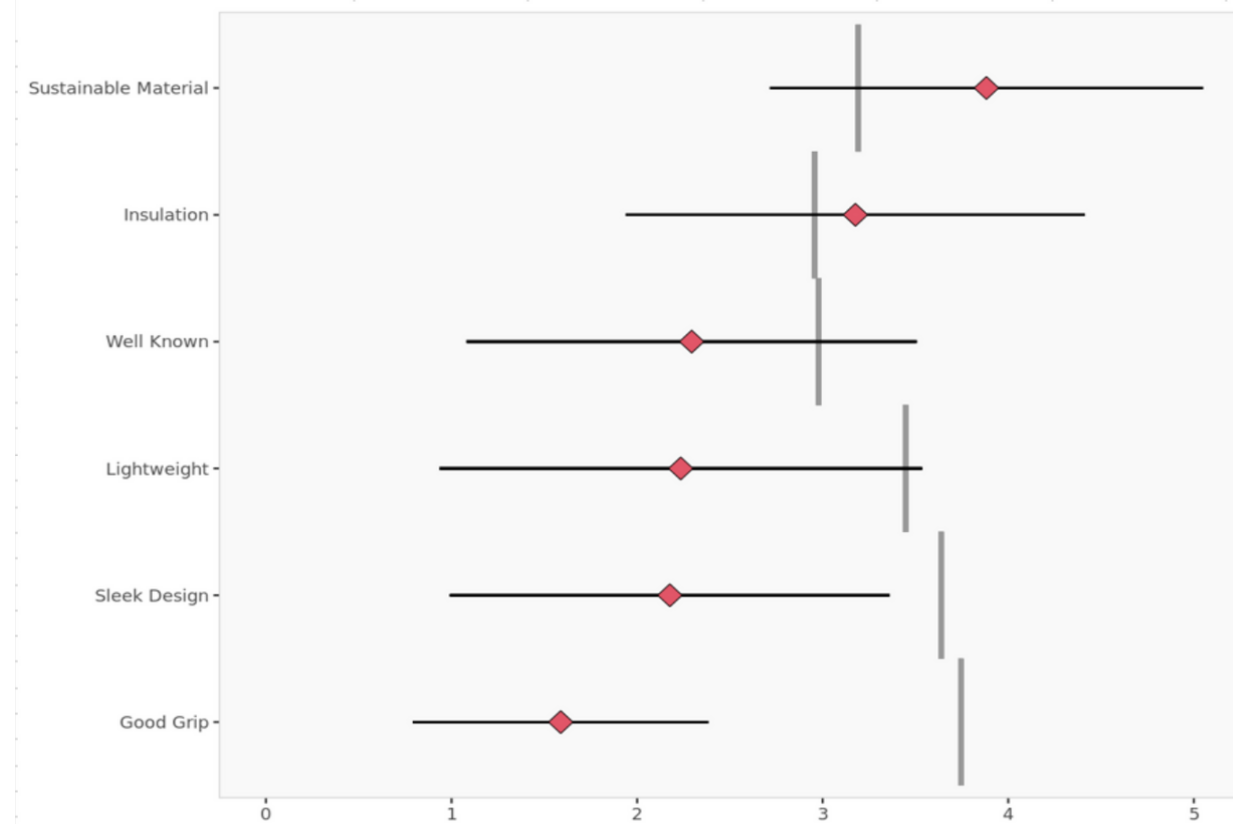
1. 3 Segments were found to be our ideal number
2. The further we branch down, the more information lost
3. Each segment gives the most complete description of our surveyed individuals as well as a clear view of our potential consumer base.



# Segment 1: The Indifferent



- All values are very close to the Population average
- Not worried about the design of the bottle
- All about the primary purpose of the bottle (drinking)
- Size = 17 or 27%

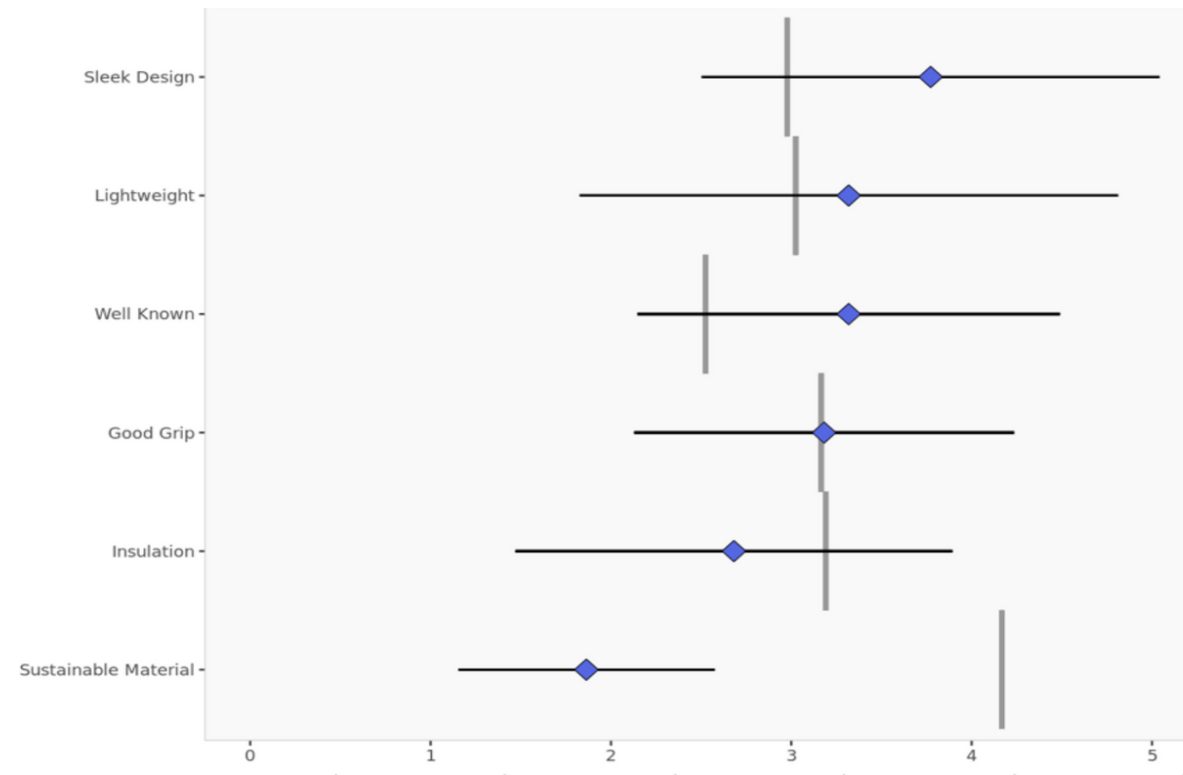




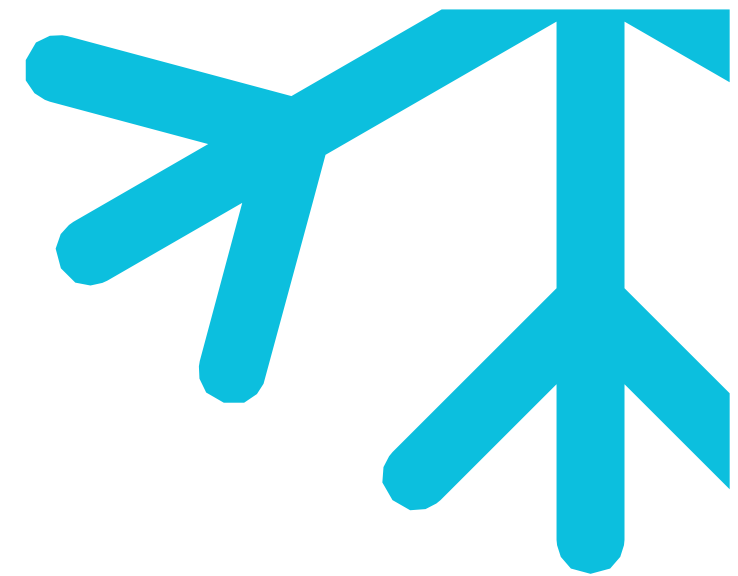
# Segment 2: Attention-Seekers



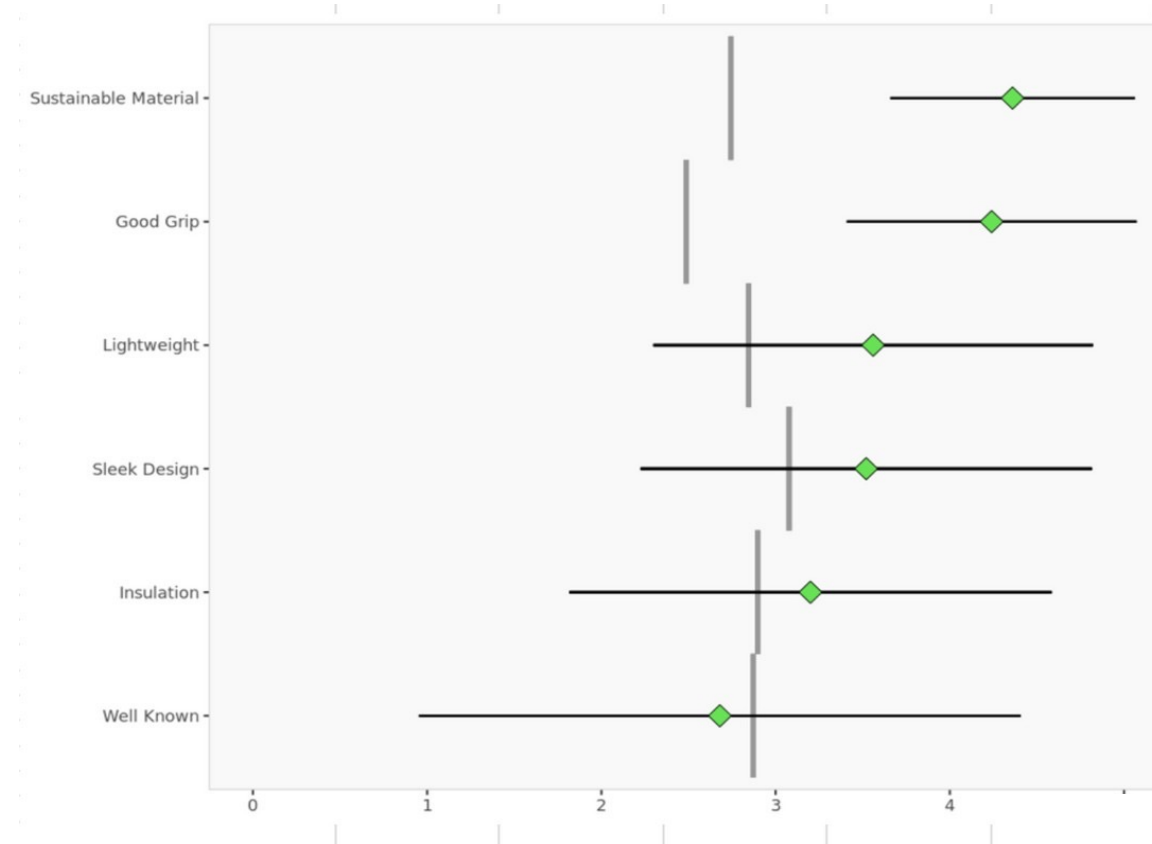
- Value that the brand is well-known/popular
- Care about the design and style of the bottle
- Are not worried about the sustainability of the product
- Size = 22 or 34%



# Segment 3: Sustainable Designers



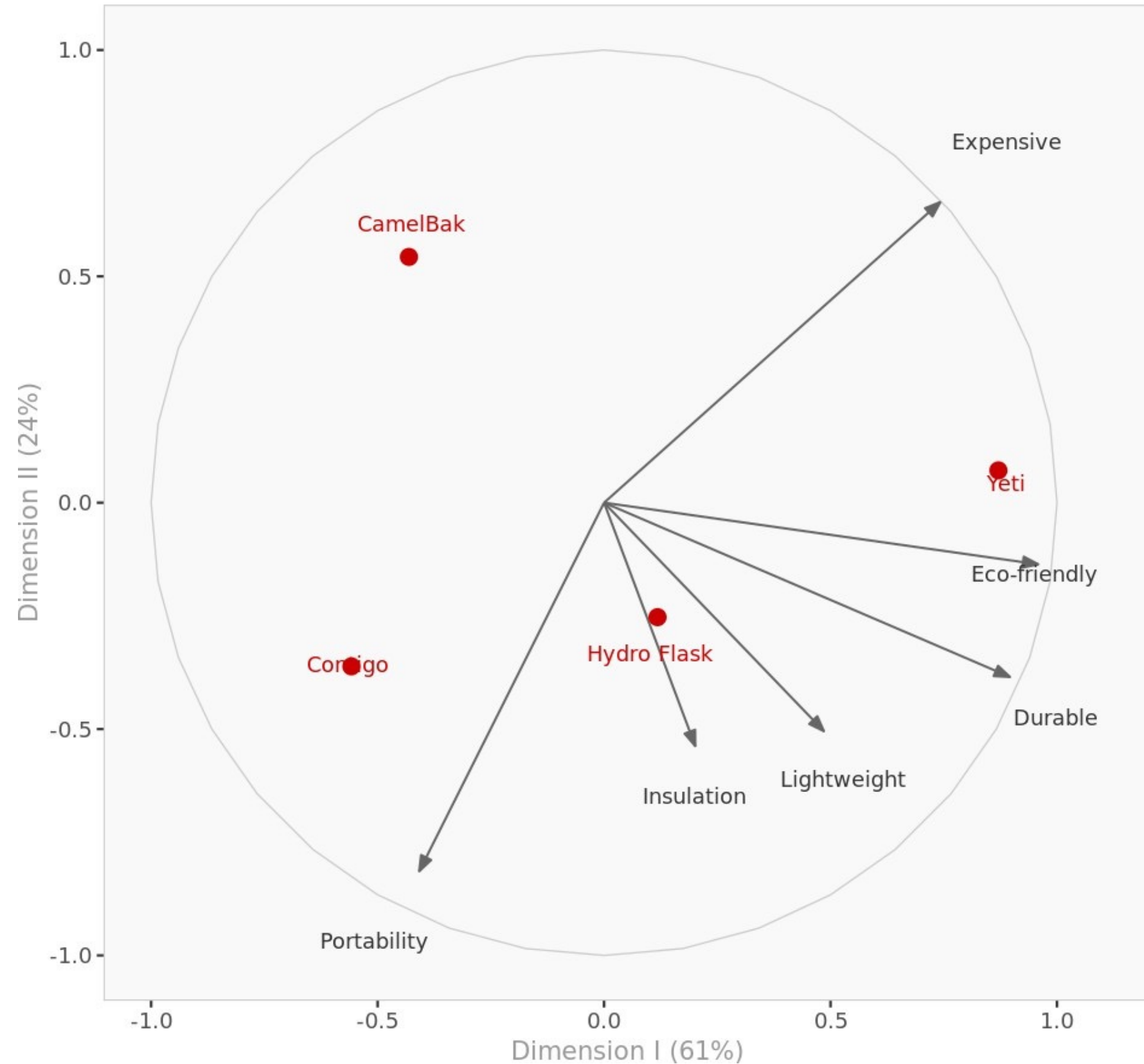
- Value sustainability of the bottle
- Care about the functionality and practicality of the bottle
- Design(style) is also important but not a deal-breaker
- Don't care if the brand is new as long as it meets their expectations
- Size = 25% or 39%

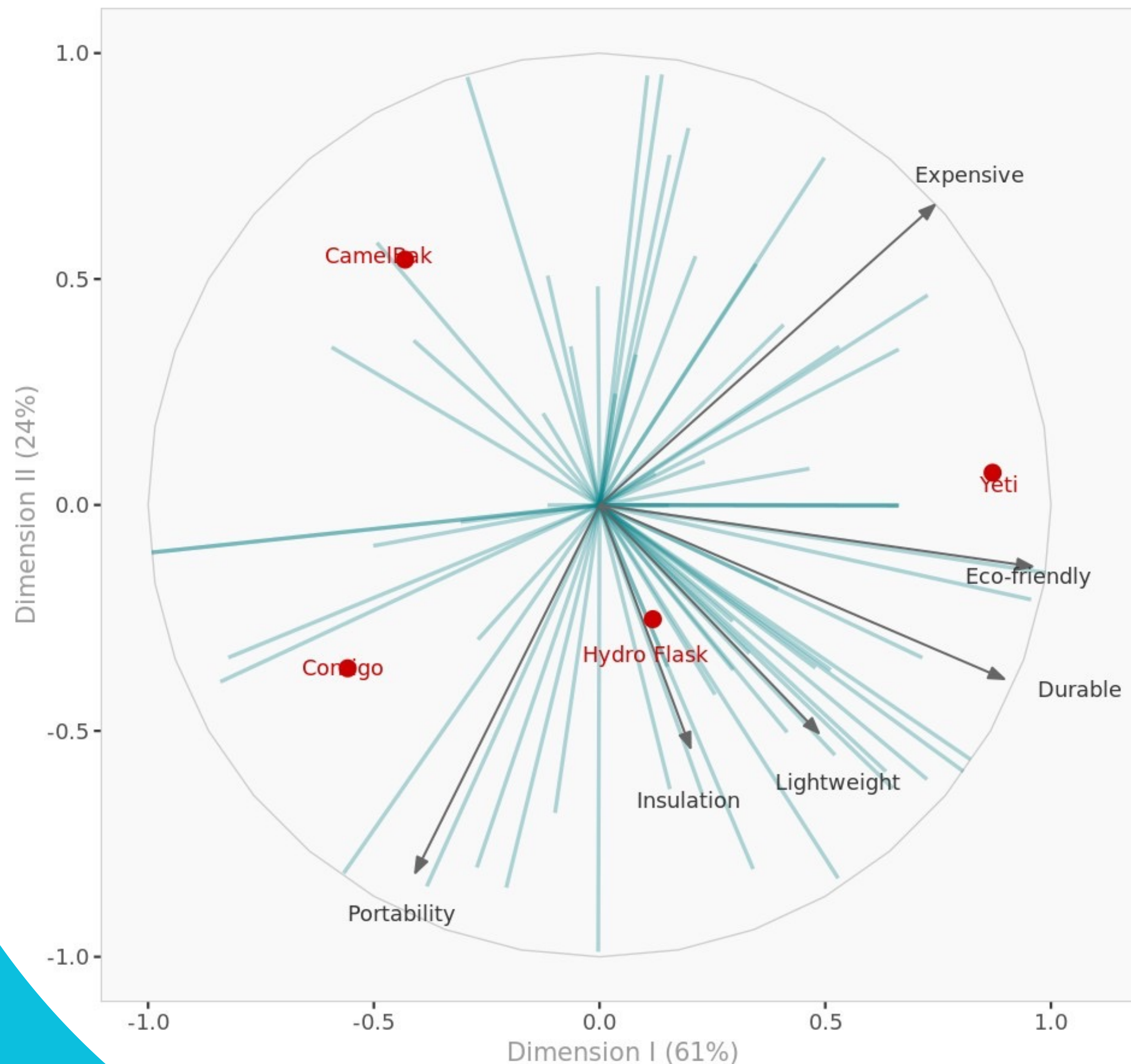


# Posistioning

## Attributes:

- Eco-friendly
- Lightweight
- Durable
- Insulation
- Portability
- Expensive





	Dimension I	Dimension II
1 Most positive	Eco-friendly	
2	Durable	
3	Expensive	
4 ...		
5 Most negative	Portability	

- The first dimension explains 60.6% of the total variance in the data. This indicates that Dimension 1 captures a significant amount of the variation present in the dataset.
- The second dimension explains an additional 23.6% of the variance, bringing the cumulative variance explained up to 84.2%.



# Marketing Channels

01



Content Marketing

02



Email Marketing

03



Advertising



# Recommendation:

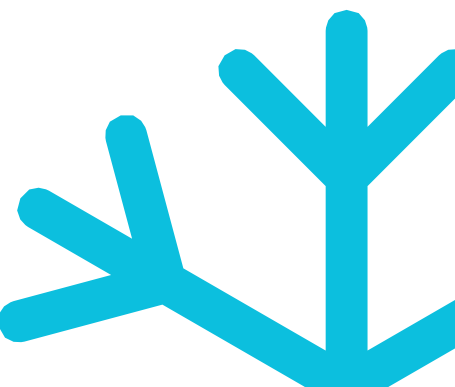
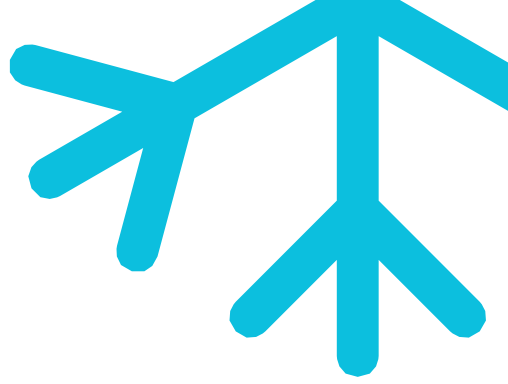
- Based on the results of the Segmentation, 3 segments are optimal
- **Segment 3 - The Sustainable Designers will be our main focus**
  - Value proposition: Embrace the confidence of a secure grip, the freedom of a lightweight design, and the satisfaction of making an eco-conscious choice with Froz
  - Marketing Tactic: Showcase design and functionality and emphasizing commitment to sustainability
  - Channels: Social Media and Environmental/Education Blogs
  - Pricing: Avg. \$21.40 , both of our product lines are close to this value

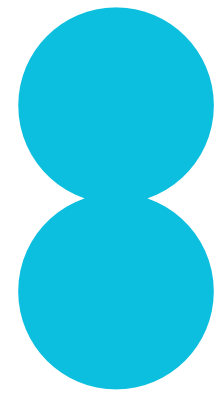




# Limitations:

- Re-usable bottle market has many competitors and options for consumers
- Consumers aren't necessarily loyal to a single brand
- Established brands such as Yeti or CamelBak tend to be at the front of consumers purchase decision
- In order to prove the claims associated with Froz, consumers must take a "leap of faith" and try/purchase the product
- Survey Results provided a limited sample
  - Ages 18-35
  - Mostly students and acquaintances
  - Although shown our product and features, respondents have not tried Froz products





**GOT  
QUESTIONS?**

