



# Generation Hi-Fi: Why Beats Should Own the Premium Wireless Market

Strategic direction for launching a hi-fi wireless speaker.

 **by Kennedi Neri**

# The Market Needs Beats Expertise

## Strong Consumer Interest

Active search for better speakers

## Beats Positioning

Competitive lead to win with sound quality

## Advantage Opportunities

### Key Features

Exceptional sound, 20+ hour battery life

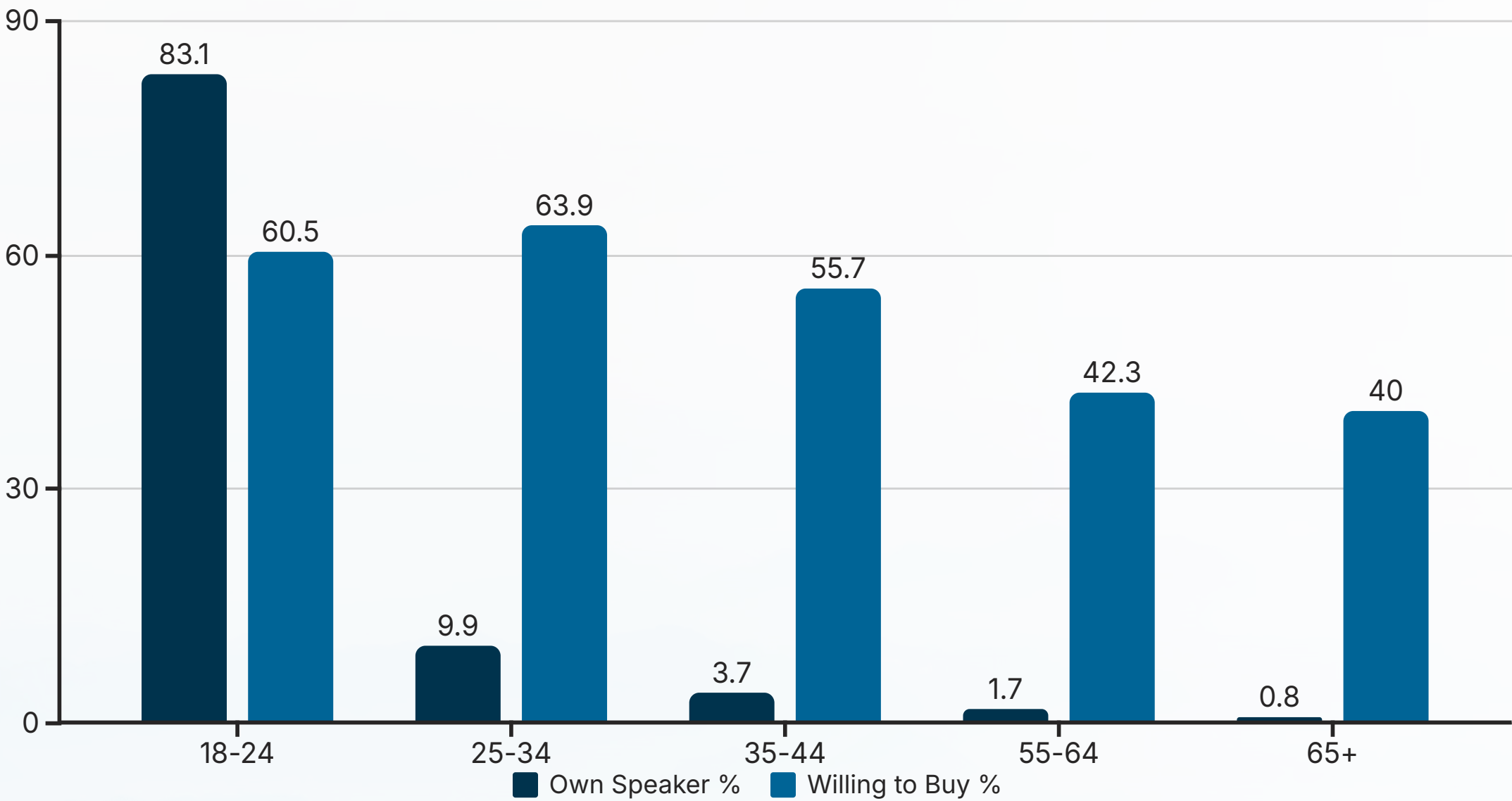
### Strategic Pricing

\$500-\$160 tiers for broad market capture



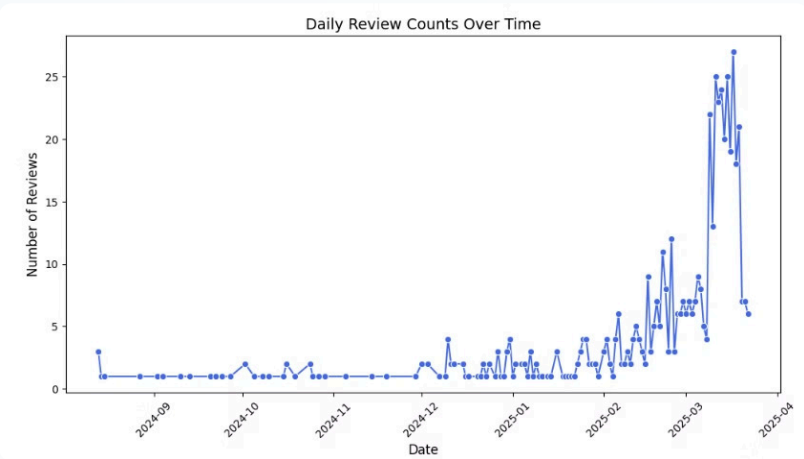
# Demand Is Growing

Represented speaker owners and those seeking new ones



18-24 year-olds are the most present in the wireless speaker market, but **25-34 year-olds are the most interested in buying a new speaker soon.**

- 1 Interest is rising as more users are leaving Amazon reviews on wireless speakers
- 2 Core audience (18-44) are highly interested in investing in new speakers
- 3 Market underserved on quality and reliability



Amazon reviews for a variety of wireless speakers have significantly increased over the last month.

# Top Purchase Drivers

#1

Priority

Sound quality ranks highest

20+

Battery Hours

Industry-leading target



**i** Sound quality has a 0.5 correlation with purchase likelihood and longer battery life builds stronger brand loyalty.





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# Pricing Tiers Unlock Broader Reach

Two-tier strategy captures both aspirational entry-level buyers and audiophile enthusiasts, while maintaining brand prestige.

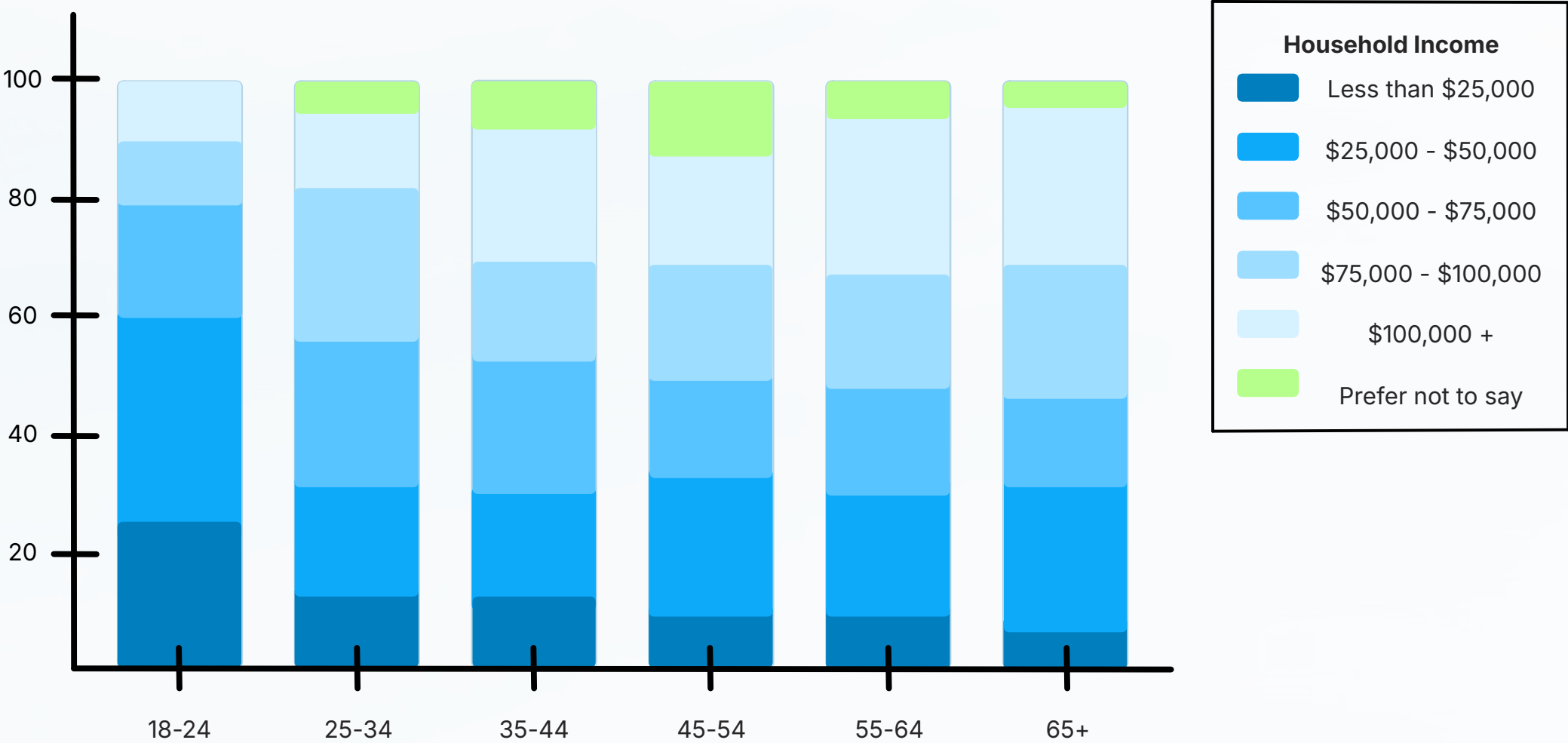
## Entry Model (~\$500)

- Excellent value
- Core features (i.e. bluetooth, battery life, portability)
- Targets 18-24 age group

## Premium Model (~\$1000+)

- Extended battery
- Premium build (i.e. water resistance, design)
- Advanced Connectivity
- Targets 35-44 age group

*i* Price and purchase intent correlate at 0.60.



18-24 year-olds income is predominantly \$50,000 and below while 35-44 year-olds have significantly more average income.

# Is This the Right Market for Beats?

Hi-Fi brands often feel sterile or over-engineered, but Beats can bring **a whole new feel**.

## Design

Bold, iconic aesthetic

"Soundcheck: Generation Hi-Fi"



## Bass

Signature sound profile



## Partnerships

Apple Music, iPhone compatibility, and  
seamless AirPlay/Wi-Fi sync



## Youth Culture

Strong connection with younger  
audience



# Strategic Next Steps



## Target Audience

18-44, creatives, students, athletes



## Positioning

"Soundcheck: Generation Hi-Fi" - elite sound, effortless experience



## Product Development

Finalize specs, prototype testing



## Go-To-Market

Influencers, Apple Store, campus ambassadors