



Behave.

Consumer Segmentation
and Marketing Channels

FOEHL, GOLDSBERRY, LUDU, PATEL, ZORTEA

Agenda

01

Methodology

02


Needs and
Solutions

03


Marketing Plan



Plan of action

 Recognize consumer insights from stakeholder interviews and social media listening

 Market analysis and use of information

 Pair consumer need segments with strengths of Behave.



01

The White Collar Worker

*“Your bra should lift you up at work,
not hold you back.”*

Segment #1

The White Collar Worker

Target Needs in her bra:

- Comfort all day long
- Looks good under professional attire
- Support in the daily movement that comes with her job

“Every morning I have to think about which outfit I can wear with which bras because the wireless bras I want to be comfortable in make my boobs look weird.” - AMANDA, 28



T @mcblank · Feb 25

Humans with boobs: where do you get your bralettes/tops with **bras** in them?

I am SO over **bras** but they're a bit too large to just free range it in the **workplace**.

The White Collar Worker

Right to Win

Comfort



Padded straps, wireless construction, stretch lace

Style



Stayz tech prevents “uniboob”, support without wires, cute yet modest aesthetic

Wearability



Eliminates “boobsweat”, keep the gals in their place during the working day’s ups and downs

About the White Collar Worker

Attitude

Feeling her best at work is important to her, and her bra shouldn't slow her down.

Current Habits

Taking her bra off when she gets home is the best moment of the day.



Lifestage

Any woman who's crushing it at the office

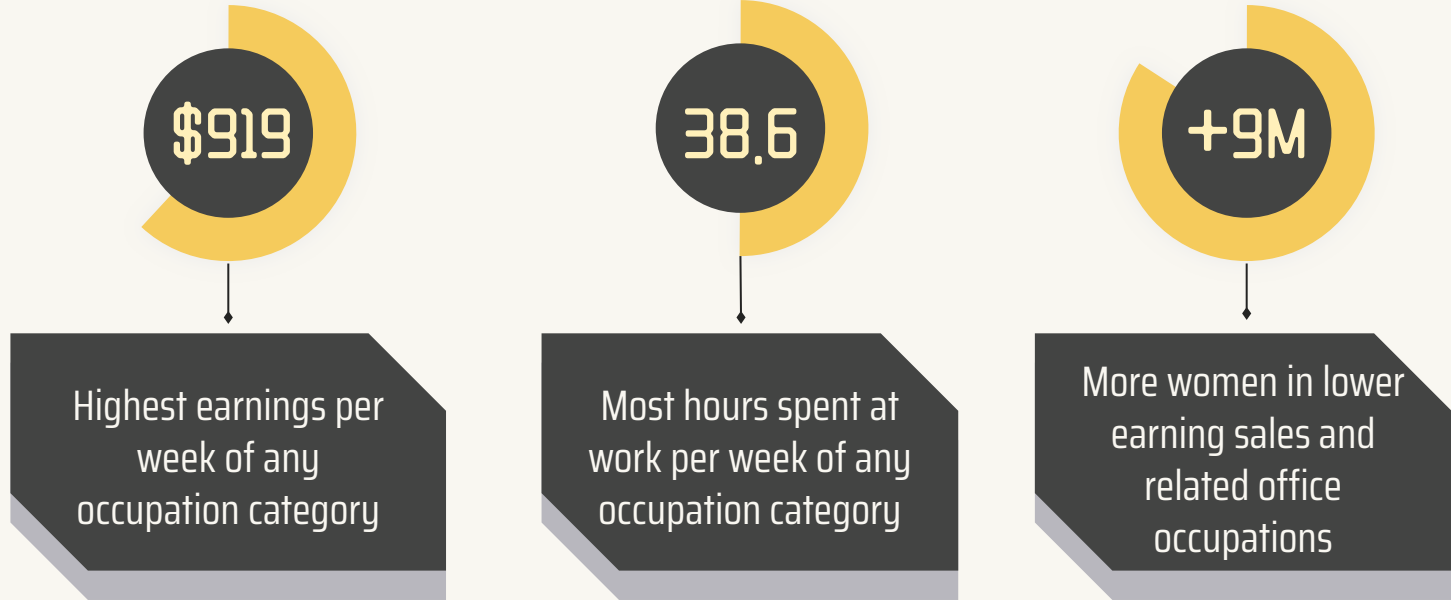
Optimal Adoption Experience

Scrolling Instagram before bed, dreading getting ready for work in the morning.

Market Sizing

16,000,000+

Women with DD+ breasts in management, professional, and related occupations





02

The Constantly Changing

*“The only constant in life is change,
and your Behave Bra.”*



Midnight Mist • Your Favorite Goth Boo ❤️
@softscandal

...



maña
@dietscoobysna

The most frustrating part of getting back into shape is how frequently my bra size changes

i want to go to victoria secret but my bra size changes every two weeks when i lose weight so i mind as well just wait until i'm at my gw to buy anything clothing item at all 🥰



mia
@mmiatime

...

must be wearing the wrong bra size now as a result of weight gain and i must say that while im cultivating a much better attitude towards the weight gain in itself im not looking forward to spending my life savings on maybe 3 new bras

Segment #2

The Constantly Changing

Target Needs in her bra:

- Wants one bra that supports her natural body changes
- Money is a motivator - doesn't want to buy multiple bras for daily use
- Body positive image

“Not knowing if my bra will fit me in a few months can be really demoralizing. My boobs change. It'd be nice to know that my bra will fit no matter what.” - Daisy, 30

The Constantly Changing

Right to Win

In-between sizing



Provides complete support
for multiple cup sizes

Works Both Ways



Meets needs of consumers
experiencing
(un)intentional weight loss
or gain

Awareness



Normalize natural breast
changes and encourage
consumer purchases with
top-of-mind awareness

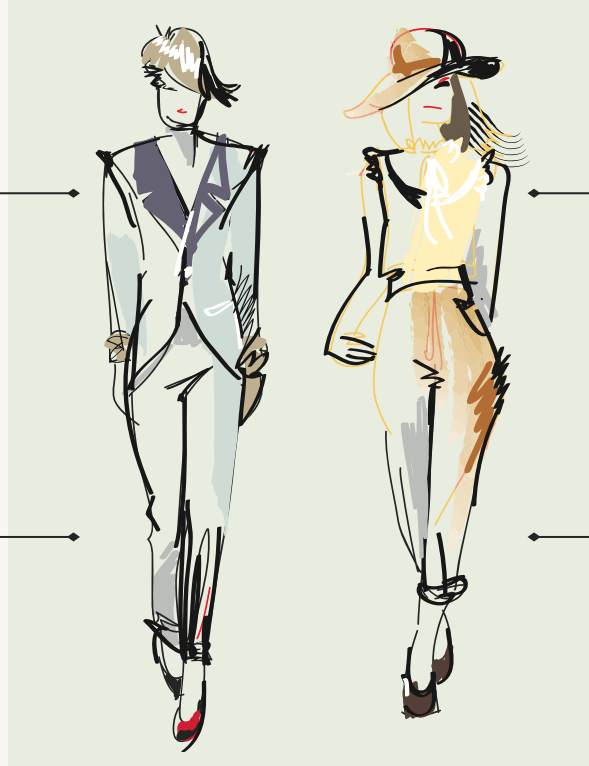
About the Constantly Changing

Attitude

The only constant in life is change, I wish my bra would change with me.

Current Habits

Dressing is a guessing game, will my bra from last week fit me this week? It can make me feel bad about my body.



Lifestage

Any woman who experiences natural weight fluctuations.

Optimal Adoption Experience

Browsing social media in the morning, having just had a difficult time getting dressed.

Market Sizing



Intentional Change

11M women go on a diet each year
2M women have intentional weight gain for health purposes



Pregnancy

3.4M women get pregnant or give birth each year



Unintentional Change

37M women have undesired weight gain or loss



Sensitivity

40%	50%	60%
10.68M	13.35M	16.02M



03

The Holistic Shopper

“Mind, Body, Behave”



**We treat our bodies
like a temple.**



**It's time to wear a bra
that our bodies
deserve.**

Segment #3

The *Holistic Shopper*

Target Needs in her bra:

- A bra that relieves chronic pain in her physical body & connects with her spirit of uplifting her attitudes
- A bra that she can look and feel good in throughout her active day
- Empowers her to tackle any stressors throughout the day
- Has taken care of all other aspects but never found something to relieve this problem

The Holistic Shopper

Right to Win

Assigned Seats



Eliminates the smash & jiggle. Allows Her to check things off of the To Do List without the interruption of pain.

Value Alignment



Every power suit needs a power bra. A physical reminder to love natural curves and features.

Woman-Founded



Fulfills desire to purchase from an inclusive woman-owned brand that with the highest quality materials to last her throughout time!

About the Holistic Shopper

Attitude

Why would I buy anything that does not serve my mind, body or soul - or all three at same time?

Current Habits

I make time for movement, me-time & all of my skincare steps. I am constantly searching for ways to best serve my health.



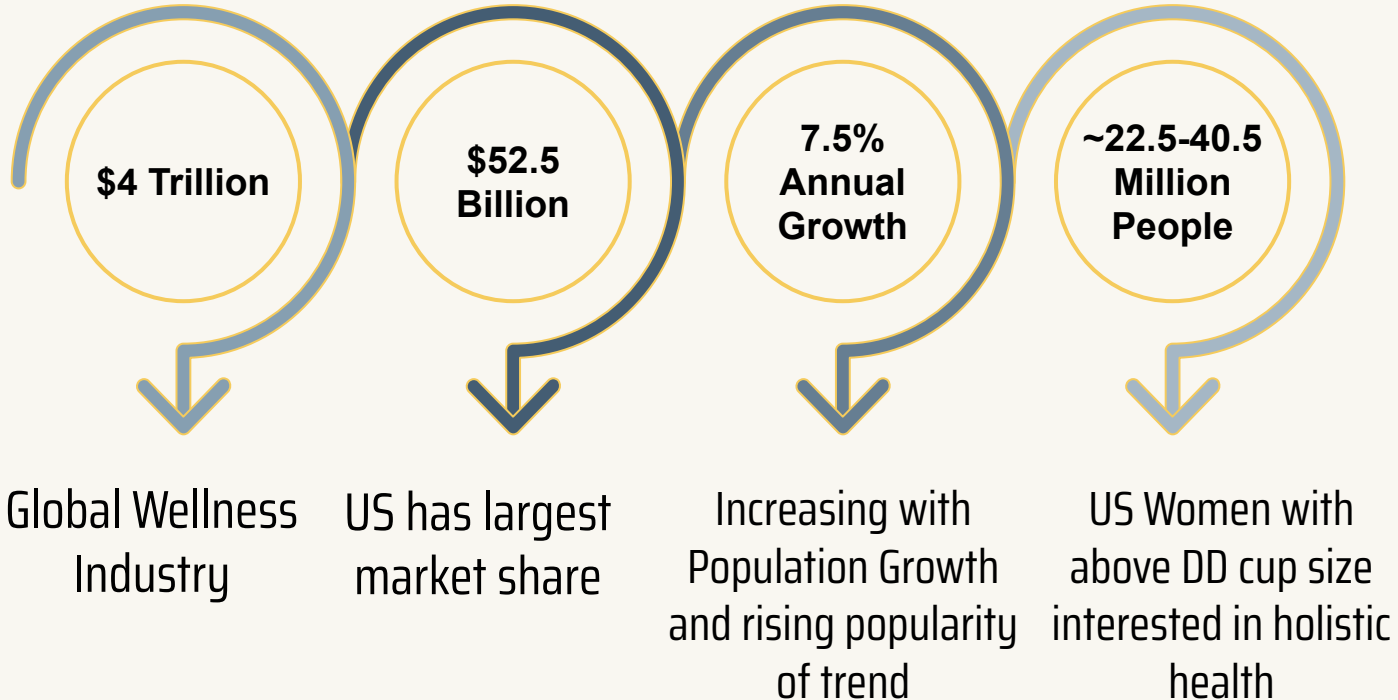
Lifestage


Any woman who cares about the multidimensional aspect of wellness.

Optimal Adoption Experience

Regulates her phone usage in the Early AM/ Late PM. Browses social media after her 8:30AM fitness class gets out, around the lunch hour to check in on her favorite brands and influencers and while she's prepping dinner.

Market Trends





Konstantin Kanin, Partner @ dacompany agency (Marketing in Russia & CIS)

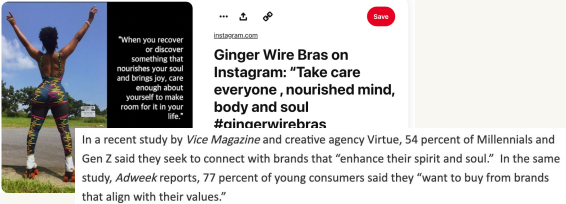
Answered Apr 5, 2016

I'd agree that Pinterest is one of the most popular among women. Besides infographic shared by Afroza Irin, here is some additional data:

- **Overwhelmingly female:** 42% of all online female users are on Pinterest, vs. only 13% of men.
- **Older audience:** 72% of Pinterest's audience are 30 years or older. Only 34% are between 18 and 29. Significantly, 17% are over 65 years old.
- **Distinctly suburban:** Suburban and rural users form the largest share – 29% and 30% respectively. This is distinctly different from other networks where urban users rule.
- **Higher income:** Given the higher average age, Pinterest users a

... (more)

Marketing by Segment



The White Collar Worker

Media: Cosmopolitan, Allure, Pinterest, Linkedin, Facebook, Whatsapp

Receptive: early/late PM (after work and before bed)

Headline: Your bra should lift you up at work, not hold you back.

Hashtags: businesswoman, bossbabe, officewear, comfort,

The Constantly Changing

Media: Facebook, Instagram, Youtube, Reddit

Receptive: early AM/ late afternoon

Headline: The only constants in life are change and my Behave Bra.

Hashtags: happyinmyskin, selflove, bodytransformation, bodyconfidence, breastfeeding, period,

The Holistic Shopper

Media: Etsy, Instagram, Facebook, Pinterest, Spirituality and Health magazine

Receptive: early AM/ early evening (before morning exercises for AM, after Yoga, before Dinner for PM)

Headline: my mind, my bra, my soul

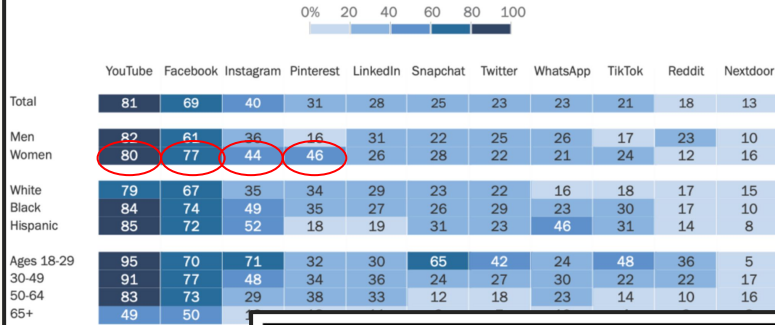
Hashtags: mindbodysoul, mindbodyhealth, selflove, innerwork, confidence,



Marketing Strategy

Use of online platforms, apps varies – sometimes widely – by demographic group

% of U.S. adults in each demographic group who say they ever use ...



Note: White and Black adults include those differences between groups shown are statistically significant.
Source: Survey of U.S. adults conducted Jan. 2021.
"Social Media Use in 2021"

PEW RESEARCH CENTER

US Social Network User Growth, by Platform, 2020 & 2021

% change

	2020	2021
TikTok	87.1%	18.3%
Reddit*	25.9%	14.4%
Pinterest	7.8%	3.1%
LinkedIn**	6.2%	4.2%
Instagram	6.2%	3.7%

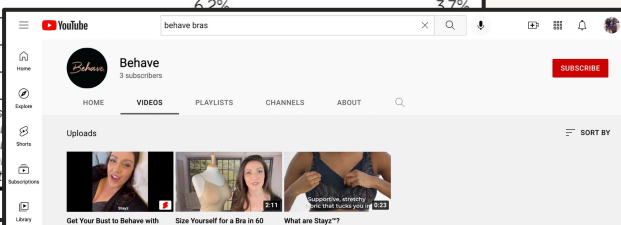
Snapchat***

Twitter

Facebook

Note: internet use month; "logged-in device at least once per month" via mobile device.
Source: eMarketer

266084



Social Media Activities Performed by US Social Media Users, by Platform, Feb 2019

% of respondents

	Instagram	Facebook	Snapchat	Pinterest	Twitter
Viewing photos	77%	65%	64%	59%	42%
Watching videos	51%	46%	50%	21%	32%
Sharing content with everyone	45%	57%	46%	21%	32%
Sharing content one-to-one	31%	43%	45%	12%	20%
Networking	23%	33%	21%	10%	26%
News	18%	38%	17%	9%	56%
Finding/shopping for products	11%	15%	5%	47%	7%
Promoting my business	9%	7%	6%	5%	7%

Note: ages 18+

Source: Cowen and Company, "Shoptalk 2019: Key Takeaways for Ecommerce, Visual Search, and Fulfillment," March 11, 2019

245905

www.eMarketer.com

The best social media platforms to drive awareness among women are: **Youtube, Facebook, Instagram, and Pinterest.**

- **Tik Tok** is on the rise amongst youths.
- **Pinterest** is the main social media site consumers use to find and shop for products

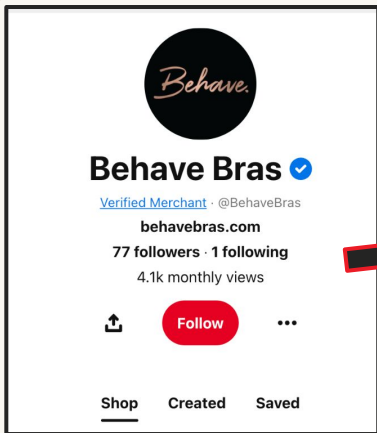


Behave Bras should have a larger presence on Youtube - either through advertisements or through a personal vlog/company account.

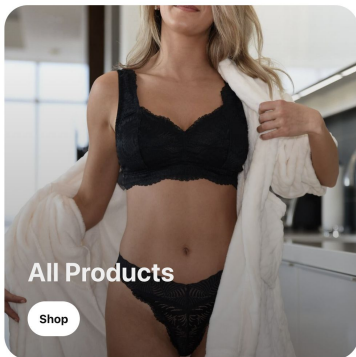
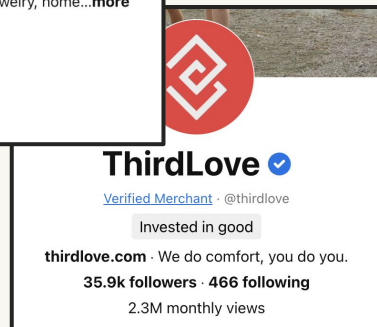
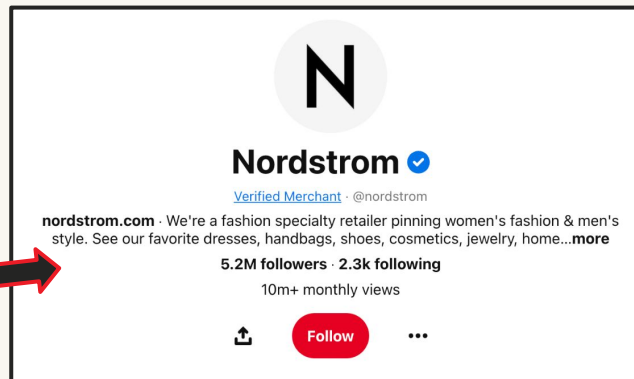
- **Need to create new content on Youtube to reflect Shark-Tank sponsored awareness**
- Behave's most recent post was 1 year ago



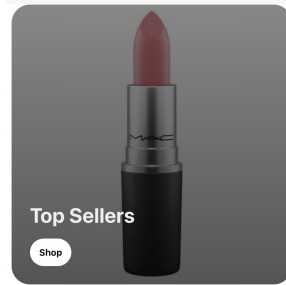
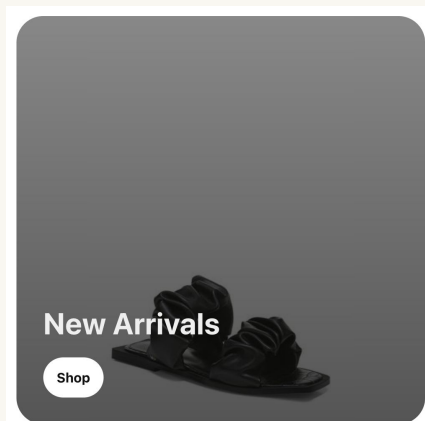
Suggested Social Media Improvements



Include a description of the company and/or its value/s.



Provide a section for new arrivals and top sellers.



THANK YOU!

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Sources

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