

A close-up photograph of a young woman with dark, curly hair, smiling and looking down. She is wearing a light-colored top. The background is a solid light blue color.

MARKETING CHANNELS & NEW PRODUCT

Team 4

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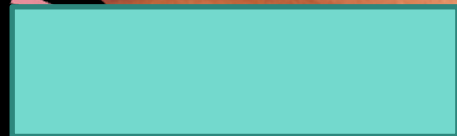
1. Overview of [redacted] Challenges

2. Our Recommendations

3. Alternative Marketing Strategy

4. New Product Launch

5. Potential Next Steps



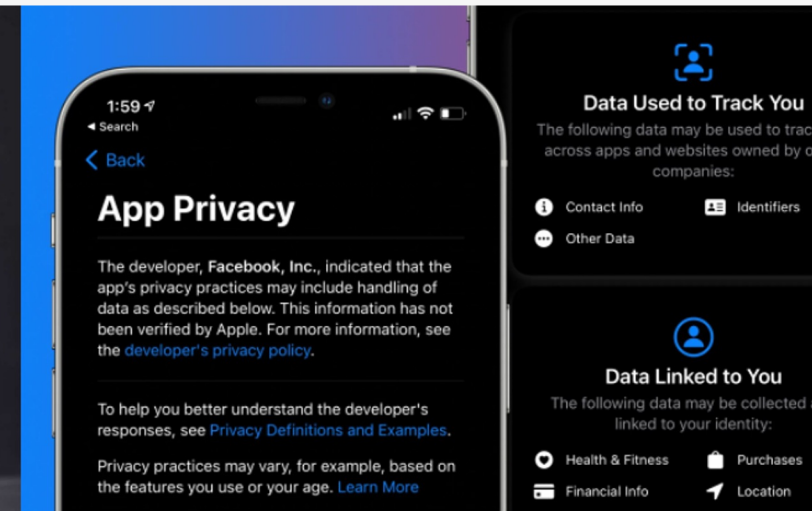
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is a Digitally Native Company

Direct-to-consumer model

iOS 14.5 update disrupted
their digital marketing
channel



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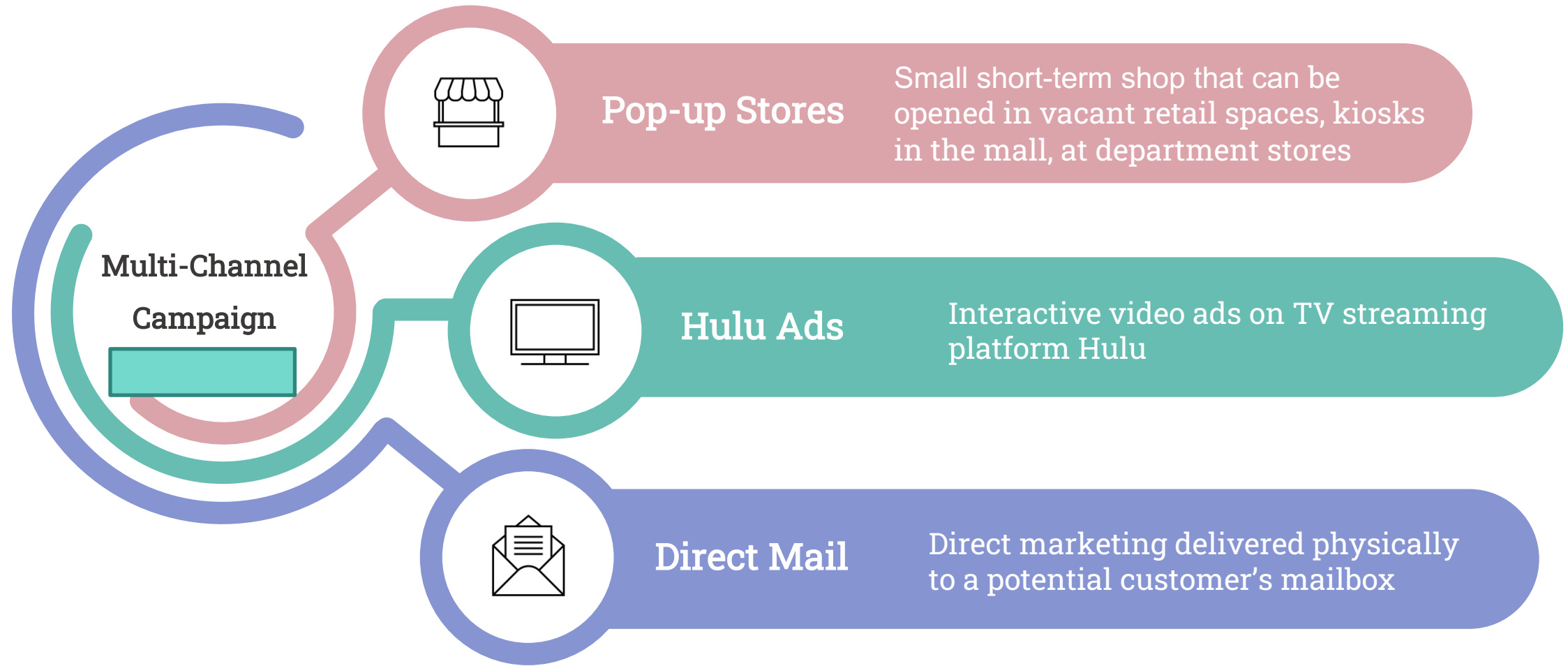
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Should Utilize Multiple New Marketing Channels



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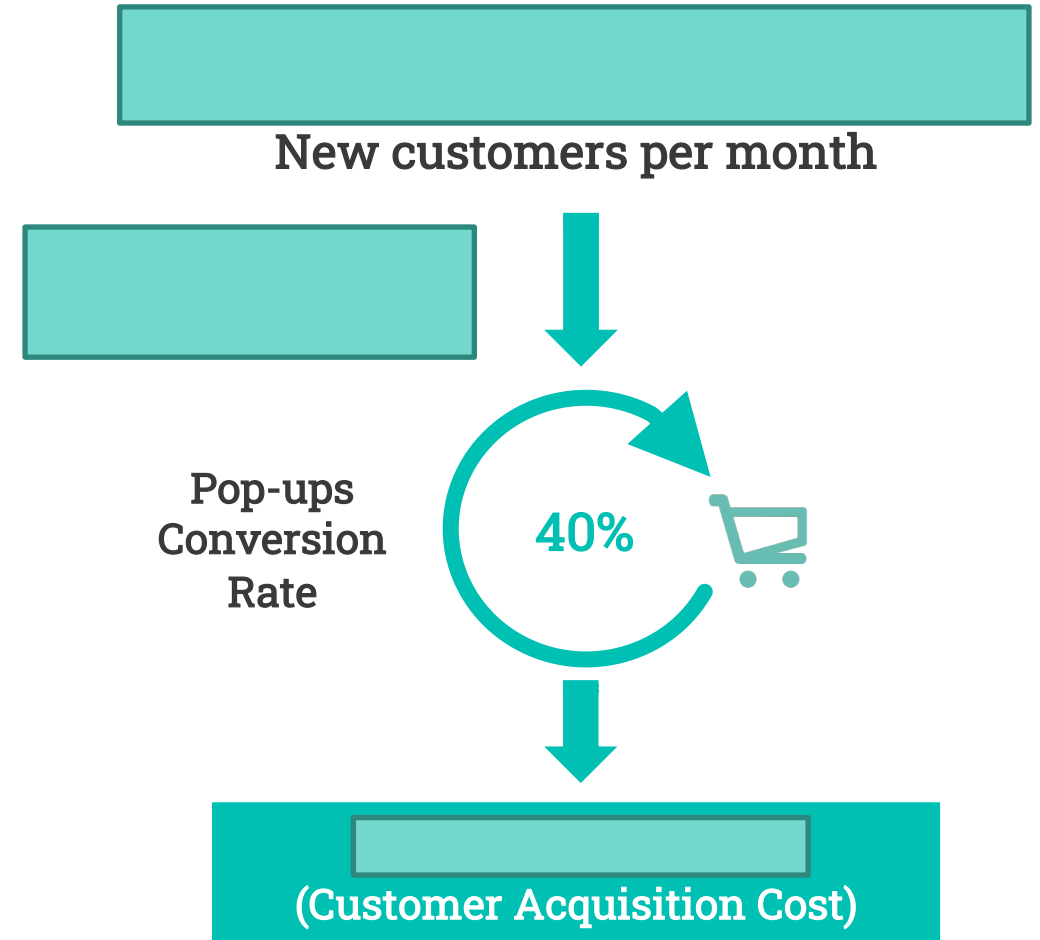
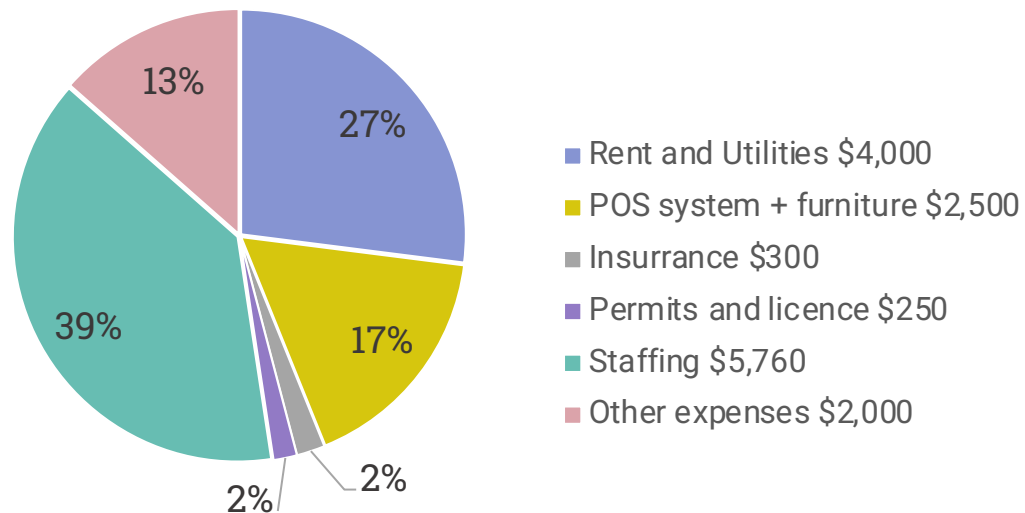


Can Help to Build the Community Engagement



- 01 Reinforcement of brand image
- 02 Building a greater community
- 03 Testing of new product

Monthly Operating Costs of Pop-up Store in Atlanta

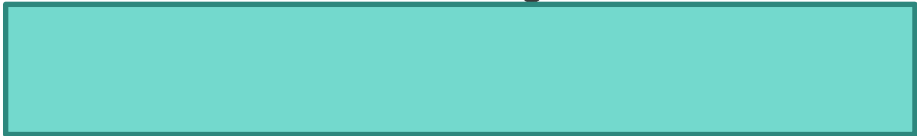


Direct Mail Can Target [redacted] Households

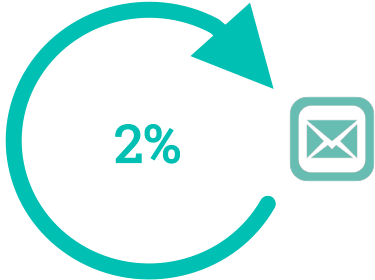
Percentage of HHs that are [redacted]



Potential users in 150 High-Value ZIP codes



Conversion Rate

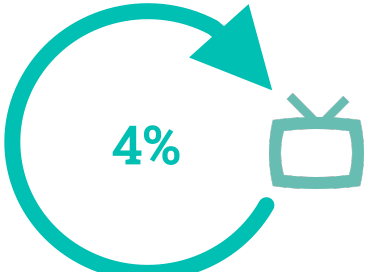


Hulu Interactive Ads Can Reach



Per-view cost
\$0.13

Conversion
Rate



(Customer Acquisition Cost)

01



02



03

Interactive design prompts users to engage with ad directly

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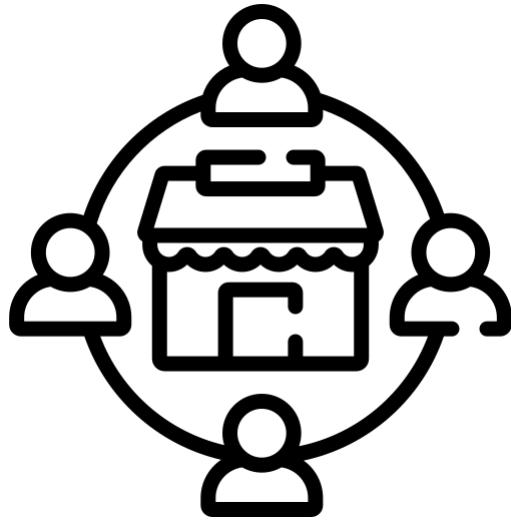
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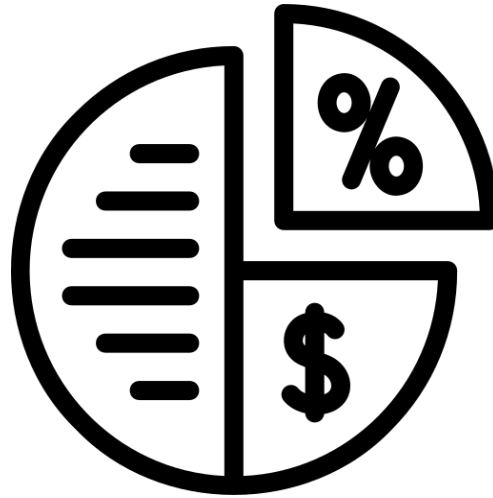
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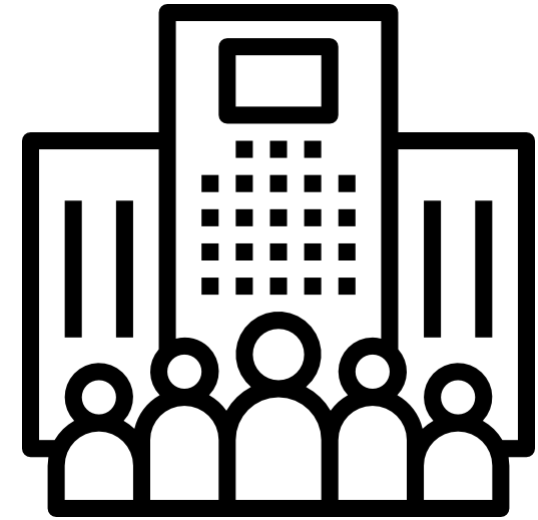
Launching is Promising



Market Size



Market Share and
Competitiveness



Internal Capabilities

There is a Gap Between the Unmet Needs and [redacted] Product

Favorable Market Outlook From Survey

Among 33 people, >18 age,

[redacted]

"What is the maximum
[redacted]

\$18-\$40

82%
Moderately, Very, and Extremely
"Would you be interested
[redacted]

[redacted]
72% Moderately and Extremely

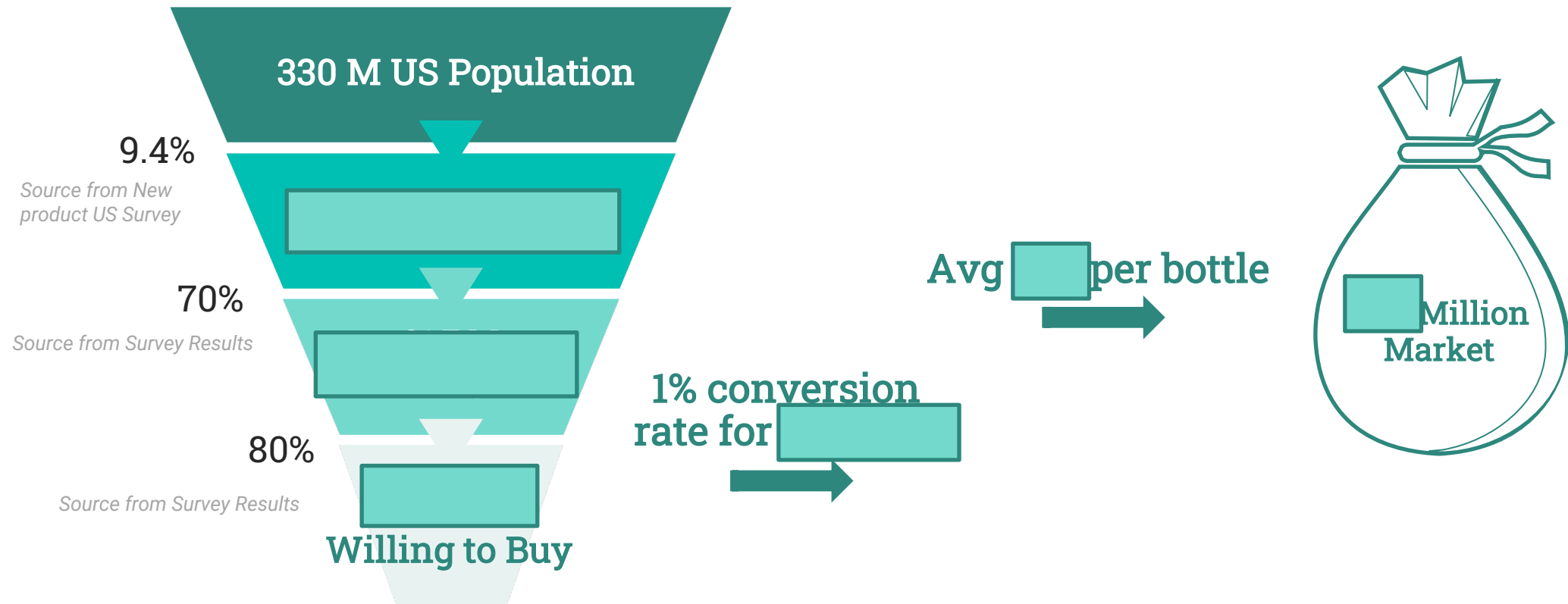
69% Sometimes and very often
[redacted]

[redacted] 72%
Agree or Strongly Agree

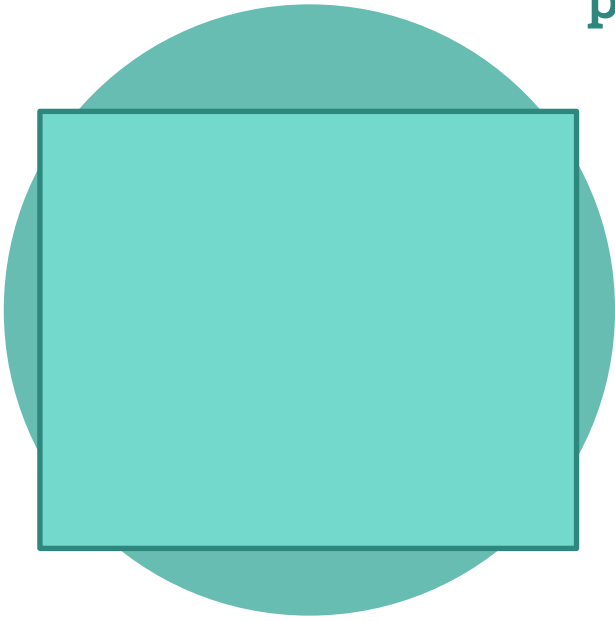


High Numbers of Potential Customers are Willing to Pay for the Product

Total Available Target People [] & Willingness to Buy the New Product



is a New Product to



Competitive
products



Pricing



Ingredients



Characteristics



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Potential Next Steps

Begin Ad development

- Marketing Budget
- Design of Advertising flyers
- Production of advertising video



Partnering with agencies

- Pop Up Republic Agency for opening a Pop-Up shop
- Taradel agency for direct mail



Product Formulating and Testing

Using the Pop-Up stores to test new product appeal within customers



Thank you

