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Product Marketing Portfolio

High-Tech Travel Mug: Product Framework

We have created a high-tech mug that has been designed to keep beverages at the perfect temperature for 8 hours. The mug itself will be constructed of double-walled stainless steel. The stainless steel will not only be dent and scratch resistant for quality purposes, but it will also work to maintain the temperature of the beverage for several hours if the battery was to die. There will be a small +/- dial on the side of the mug to adjust the temperature based on the users' preference; it will be located next to a small screen that will state the current temperature of the beverage. We wanted the entire mug to be completely waterproof for easy cleaning, so we did not opt for a battery option or charging port on the mug. The only way to charge the mug is through a charging coaster. The coaster will have a wireless option for travel purposes, but it can be recharged through an Android or iPhone charging port. The standard mug is known for its functional simplicity, so we kept the design minimal and elevated its performance with a high-tech twist. We want our mug to be a luxury that matches the high standards of our customers, so it is imperative that we use the highest quality materials to construct a durable, long-lasting, high-tech mug.

Market Segment

The audience we will target will be white collared millennials who commute to big cities like NYC, Chicago, Toronto, etc. Commuters in northern cities all share a common need within a segment and that is to keep warm on their commutes into the cities, especially during the early mornings and late evenings of the winter months. We chose the white collared demographic because they're more likely to have a higher disposable income that can be spent on small

luxuries like our high-tech travel mug. Millennials were chosen because they're the most open to adopting new tech trends that elevate simplistic functionality. The idea of a high-tech mug that keeps a beverage at optimal temperatures may sound ridiculous to some people, but for those who regularly consume coffee, commute to work, and struggle to stay warm in the dead of winter; it may just be the luxury that they need.

We have completed an empathy map and persona to further understand and empathize with our customers. These canvases have helped to explain who our target audiences are and how to empathize with them. Our specific persona was George. His most basic need is to be successful with his career and as a present father. He does not feel there is enough time in the day, so he strives to optimize his time through organization and efficiency. The biggest struggle of his week is his commute to the city 4x a week where he struggles to stay warm, keep his coffee warm, and arrive to work with energy. He does not like wasting his time buying hot coffee before entering work or with breakroom gossip as he reheats his coffee. We found we were able to relieve some of his pains into gains with our product. Our mug can hold the perfect temp. for 8 hours – just long enough to carry George through the early morning and night hours of his travels. It is self-reheating every half hour based on rolling temperatures so it's no match for the chaos that leaves him forgetting to drink his coffee at its peak temperature. The temperature can also be adjusted to fit the George's preference. It comes with a coaster charging pad that is compatible with iPhone and Android charger ports. This will keep George organized at his desk and energized through his long days at the office.

How to Reach Customers

We touched on some of the ways to reach our customers with our product in the previous paragraph using our persona, George. With the help of the value proposition canvas, we were

able to understand George's pains further and how to potentially relieve those pains with our product. The simple design of our product gives him the ability to adjust his beverage temperature with the changing season. Our double walled stainless steel gives him peace of mind and a back-up option for temperature regulation if he was to forget to charge his mug. Both of these mug characteristics help him to be more efficient with his time as he's not forced to go buy a hot cup of coffee or get caught up in breakroom small talk as he quickly reheats his coffee mug. He is also able to stay organized with the coaster charging pad; it doesn't add clutter to his desk and keeps his mug charged to satisfy his energy cravings. All of these features were communicated with our story telling canvas that gave insight into George's day to day life. This further cemented how our product could add value to our customer in their daily life. We found that our high-tech, self-temperature regulating mug provides customizable convenience to help fuel a busy day.

Majority of our customers are fairly busy, so we opted to use email and social media as our customer channels; both of which are heavily used to occupy ones time on their commute. We walked through a customer journey canvas to test these customer channels.

1. Visit

- George hears about the mug from a co-worker who also commutes to NYC.

George visits the website a few hours after word of mouth. He was complaining about the long, cold commute in the break room when the High-tech mug was recommended

2. Lead

- He visits the High-tech mug website to browse prices and read reviews. He wonders if this product will be better than his current Yeti mug; Is it worth the

hassle of charging? He provides his email upon entering the website minutes after his visit

3. Therefore, he's now considered an MQL
 - He seeks more information by clicking an affiliate link from his favorite youtuber where he further engages in product information and reads about the technology on/off over the course of a week. He adds the mug to his cart. He figures the mug may be a potential solution to staying warm on his commute if his co- worker and favorite influencer have both recommended it.
4. After adding the item to his cart, he's considered an SQL
 - The sales team determines his readiness for a sale engagement which takes 2 days. He receives a targeted marketing email and wonders if it's worth giving the product a chance.
5. Opportunities strikes
 - When George forgets to purchase the mug and is emailed a discount for an extra charging coaster the next day. George felt like he received a good deal and that he would not be hindered by the product if he had two charging coasters – one at home and one at the office
6. He becomes a customer after his purchase

How to Retain Customers

Retaining customers will be one of the most focused aspects of our product. It is cheaper to retain a customer than it is to find a new customer. If our customer is happy with our product, then their word of mouth may work to grow the popularity behind our product. There are several ways we will work to create loyal customers. To start, we will ensure our marketing campaign is

authentic by ensuring the quality we market matches the quality of our product and outmatches our competitors. Our customers will expect luxury that stretches beyond the regular travel mug. Our mugs must be durable against dents/scratches and impermeable to liquids so they can withstand the test of time. The interior technology must be able to last the customer years (like every other kitchen appliance) and not create any sort of complications for the customer. With that, we must have exceptional customer service that is easily accessible; there will be a telephone and chat line to address concerns immediately while emails will be responded to in 2 business days or less. We will also have an easy sales cycle that includes free shipping and free returns for up to 30 days. We will offer free repairs or replacement warranties on all orders for one year similar to that of other kitchen appliances.

Key Drivers

We will begin by targeting the leaders like George as they are seeking the innovation we are creating. From here we hope to access the experts that will appreciate the advanced functionality of the product with its options to customize one's temperature. The facilitators may follow suit afterwards due to the integration of automation to enhance their productivity.

We included George's office to our value matrix as word of mouth is one of the ways we wish to grow our business. Some businesses, like George's, use a "suggestion program" where co-workers can reward each other with points that can be redeemed into gift cards or products. If customers can "purchase" the item with their points, then they may be more apt to try a new luxury as simple as an elevated mug. George's office notices productivity declines in the winter as their employees arrive to work cold and are tired after their long commutes. It has also been noted that employees spend more time in the break room talking as they reheat their coffee. This product would be beneficial to the office as employees would arrive to work warm and refueled

thanks to the energy their mug gives them. This would maintain high efficiency throughout the various seasons; the perfect temperature keeps the team more productive and happier. We have also noted the Youtuber that also played a role as the influencer for George to make his final purchase. This influencer communicated the difference the small luxury made in his overall mood and productivity. They offered a few discount codes with their affiliation code and used the message, “today we can tackle the workday.”

Messaging

The mission of the brand message will be, “We exist to add luxury to simplistic functionality.” Our brand will be marketed as the luxury that it is. That is why we targeted an audience that has a higher disposable income and is also more accepting of trying traditional functionality with a technological twist. The value proposition will be, “Our high-tech, self-temperature regulating mug provides customizable convenience to help fuel a busy day.” This message gives a clearer explanation of what the product is. I think the most powerful messaging are from brands that say little but prove their value through their exceptional customer service and reliable product quality. That is why it is essential that our company keeps their focus on customer retention through product quality and accessible customer service with a year long warranty on the item.