**MIRROR**

**A smart home workout product**

Greetings everyone, this is Sankul Pandey and I have been given the opportunity to tell you all about the plan of marketing this new and extremely exciting product that our company has come up with. The product as our leaders have decided to call it is a brand new product that is basically a smart mirror of sorts, this product contains a screen, speakers and a webcam. This item then connects with the app, this application then links the user to an instructor. The instructors are world class and brilliant leaders of their own field. This product therefore makes the whole session extremely interactive and the consumer feels as if they are living in front of the instructor learning face to face.

**The main marketing plan of the product Mirror goes as follows-**

Mirror launches in november so it’s good we have started now in the month of july we have full 3 months and a few extra days to make the launch of our product the best in the recent history of this company and to set an example. The primary objective of this product is to promote healthy living, working out, building physique and doing all this with people of all shapes and colors and pushing each other to achieve the greatness they all have within them. Our target audience is basically everyone. We will specifically target people from the ages 18 to 35 as they are our main consumers but also because they hold the ability to push their elders and other family members. Main message is simple, “To become the better versions of ourselves , with everyone for everyone”. We will target all marketing channels but specifically digital marketing and Television advertising is the main priority. A good amount of shelf space would also be given to the product after its initial launch. Our teachers will be engaged a lot here but we have hired the best in class people and we would dedicate a specific team who would look after the operations of this new product. This same team will analyze the results of the focus group that will take place around one month before the launch, meaning september end and also will look for improvements after the launch of the product. Good luck and further doubts are cleared in the next phase of this brief.

There are many questions that i have built that will answer all the queries we might have regarding the marketing of this particular product and these are as follows,

**What are the main campaign goals of this product?**

The main goal of this product is to help people who struggle to workout. It happens a lot of times that people have the will to workout but don’t have the proper guidance to do so. This product will connect these people to appropriate teachers who will guide them and help them become the best versions of themselves.

**What will be the main target audience of this particular product?**

This product is for people of all races, shapes, sizes. Basically this product is for each and every individual who wants to do good by themselves and work on their health, their motivations can vary but this product will help everyone to be better.

**Marketing Channels of these products?**

This product is a product for everyone and will have to be marketed for everyone but with a strategy. The recent data analysis has told us that lululemon has an average customer age of people from the age of 18 to 36. So basically our products are being used by young to middle aged adults so to target this demographic we would have to emphasize our marketing strategies on digital forums with a priority. Apart from that interactive advertising on television is a good bet also. We can also target older people by advertising all its health benefits. We also need to use a majority of our shelf spaces in the major retail stores after the launch of the product.

**What creative direction are we going to take to advertise this product?**

We will market this product for people of all ages, races, shapes and sizes. Our product is inclusive of all and our marketing will portray the same. All the advertisements will be targeted to all the people. Majority of our marketing would be targeted to the ages of 18 to 35 because they use our products the most but we will advertise our project in a way that they use it and then make their elders and family members use the product too. The advertising will take a diverse and inclusive direction wherein everyone understands the benefit of this product and then get healthy together as a community which is also our primary objective with this product.

**Plan for collecting leads for this product before and after its launch?**

We will work with focus groups that will be a small demographic of people belonging to all the stratas of the population before the launch, take their reviews and make the necessary changes. Later after launch we will launch surveys to look for improvements. This will all be done by a dedicated team who will look at the working of leads and improvements for Mirror.

**What will make our teachers stand out from the rest?**

We have specifically targeted experienced masters in this field not only that all these people belong from all the races and shapes. We also have a few teachers who struggled with health and weight loss but now teach their experiences to others who struggle like they once did. This will make them not only teachers but also examples to the students.

**What other fun things are we planning to do with this product to make it more inclusive and interactive?**

We will be hosting a weekly competition in which people can compete with other people in their virtual classes. We will make the application extremely interactive where people can personally clear their doubts with their teacher, not only that students can even meet their fellow students for workout sessions that will make them better prepared. Monthly events where people all over can come together to share their experience and meet their teachers and even awards can be given out for people who performed extraordinarily and set an example.