




**TITLE:**

## **Making boAtheads Stay boAtheads.**

### **BACKGROUND**

If you have travelled via the metros or the airplanes and have a curious eye for consumer preferences, chances are that you have noticed many people on devices flaunting the iconic 'sailing boAt'  logo. We call each one of them the 'boAtheads'. Spread across a range of socio-economic, demographic and even geographical backgrounds, these people, as diverse as they may be are united by their common choice of electronics. For a brand that has penetrated the market so heavily (32.1% market share in Indian Wearables market with 19.5% YoY growth; source: IDC Q3 CY22); it is important to form connections with the consumer beyond mere purchase - converting their shared 'choice' for the products into their shared 'love' for the brand. This is where building a community becomes very critical. While functional needs of the consumer are taken care of through ever-evolving R&D and consistent consumer support, boAt deeply cares about its consumers and wishes to forge long term relationships with them that cater to their emotional needs to make sure boAtheads remain boAtheads and their loyalty is rewarded at every stage.

Since the brand is so heavily rooted in the cultural understanding of the youth, boAt identified undercurrents to pursue unconventional passions as full time professions, giving way to billion dollar industries like gaming, content creation, underground music and so on. This formed the brand's philosophy of 'Do What Floats Your boAt', which in its true essence urges the youth to just take the plunge and pursue their passions regardless of the odds.

This positioning has been carefully crafted keeping in mind the insight of ‘audio & wearables category’ that *music and physical activity are the best friends of passion*. Therefore, our products are enablers of passionate people as they take up seemingly unconventional paths in life & career, making it seamless for our brand to then take up the responsibility to become an enabler of the community of boAtheads who dream big.

## THE TASK

- Research about the current and potential target group for the brand and understand their drivers and deterrents to purchase.
- Understand the consumer journeys and sentiment and devise an acquisition and retention strategy for enhancing loyalty of boAtheads.
- Identify opportunities and interventions across touchpoints and media/platforms (eg. online channels, offline stores, new initiatives, user experience designs (owned IPs), community building activities, and social media collateral etc.) to build an authentic voice to become one with the community of boAtheads.
- Present a strategy along with measurable KPIs for impact in order to engage, reward and celebrate boAtheads to achieve high customer satisfaction and brand loyalty.

Brownie points for thorough research on existing initiatives and interventions and incorporating current positioning in potential ideas. The more comprehensive the ideas, the better!