BEATS



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Creative Brief - Campaign 1 - Group

Key Fact: The middle-class rural female demographic aged 50-60 is not accounted for, making up 23% of all women in the US.

The problem that Advertising Must Solve: The target demographic currently isn't aware of the practical, everyday use that the Beat Studio Pro'ss provide. They are often hard-working and could use a new medium of relaxation/assistance to help accommodate a rougher lifestyle.

Advertising Objective: We want consumers to be excited about Beats Studio pro, finding comfort, style, and practicality for everyday use. Our goal is to position Beats as a new form of escaping from the mundane of life while adhering to Beats' tradition of honest ads, especially for self-identifying honest people.

Creative Strategy

- **Target Audience/Prospect Definition:**
    - We want to communicate this message to the demographic of 50 to 60-year-old females (married) in lower to middle-class rural areas. These women tend to have lives centered around community. Typical days for them might look like engaging in community activities, gardening, or volunteering. *Avg Household income 60K-70K.*
    - Ex. Claire lives in rural Oregon, out in the countryside area of Salem. She has 2 kids and her husband and she lives on a farm with 3 acres. She often gardens and takes care of the kids and chickens.
- **Principal Competition: *=*battery life in hours on full charge: Beats Studio Pro *40***
- Skullcandy *40
    - Price-efficient ($20-$200), (better feel/padding), lower quality sound (only bass heavy.) No noise cancellation
- Bose *24
    - Costly ($350-$500) Superior audio quality/better padding and noise cancellation.
- JBL*35
    - Costly ($350) cheaper options with no noise cancellation, heavy association with their speakers
- Sennheiser *60
    - Costly ($400) For audiophiles, better padding material
- **Positioning**: Our demographic will appreciate the Brand's honest persona and may overlook the expensive price ($350), if they can see the practicality of the product.
- **Concept:** Escapism/tranquility. Grandma is locked in while gardening.
- **Tone:** Comfortable, fun, active, Honest
- **Key Consumer Benefit:** It solves the problem of wanting to listen to music/podcasts or what have you while working or living in rural areas as a woman.
- **Reason Why:** Our demographic is often in need of a break/escape, through sound and quality we can add a new tool to their arsenal. Our Beats Studio Pros offer hours of listening time and volume control. Durable, with secure-fit wing tips.
- **Mandatories and Policy Limitations:** Drive to the website would be the promotion of different styles of headphones that would be suited for women and their user-friendliness. Promote consumers to go to the website where new products are showcased.



Find Your Getaway in Every Beat.



We're bringing you noise cancellation and premium sound that work as hard as you do. Powerbeats Pro extends a bridge to tranquility between tasks or the power to overcome the midday slump. Escape the mundane with Powerbeats Pro and experience Sounds That Bloom.

Shop at www.beatsbydre.com

Escape the Ordinary Through Sound.



We're bringing you noise cancellation and premium sound that work as hard as you do. Powerbeats Pro extends a bridge to tranquility between tasks or the power to overcome the midday slump. Escape the mundane with Powerbeats Pro and experience Sounds That Bloom.

Shop at www.beatsbydre.com

Sound that Takes You Somwhere Else.



We're bringing you noise cancellation and premium sound that work as hard as you do. Powerbeats Pro extends a bridge to tranquility between tasks or the power to overcome the midday slump. Escape the mundane with Powerbeats Pro and experience Sounds That Bloom.

Shop at www.beatsbydre.com


FEEL ROOTED IN SOUND.
WITH
POWERBEATS PRO





Beats Powerbeats Pro
True Wireless
Bluetooth Earbuds

Sound that blooms.

Beats tailors its marketing to resonate with middle-aged women in rural areas by highlighting the brand's commitment to quality sound, lifestyle versatility, and the joy of connecting with music during their daily routines.



media plan

budget:

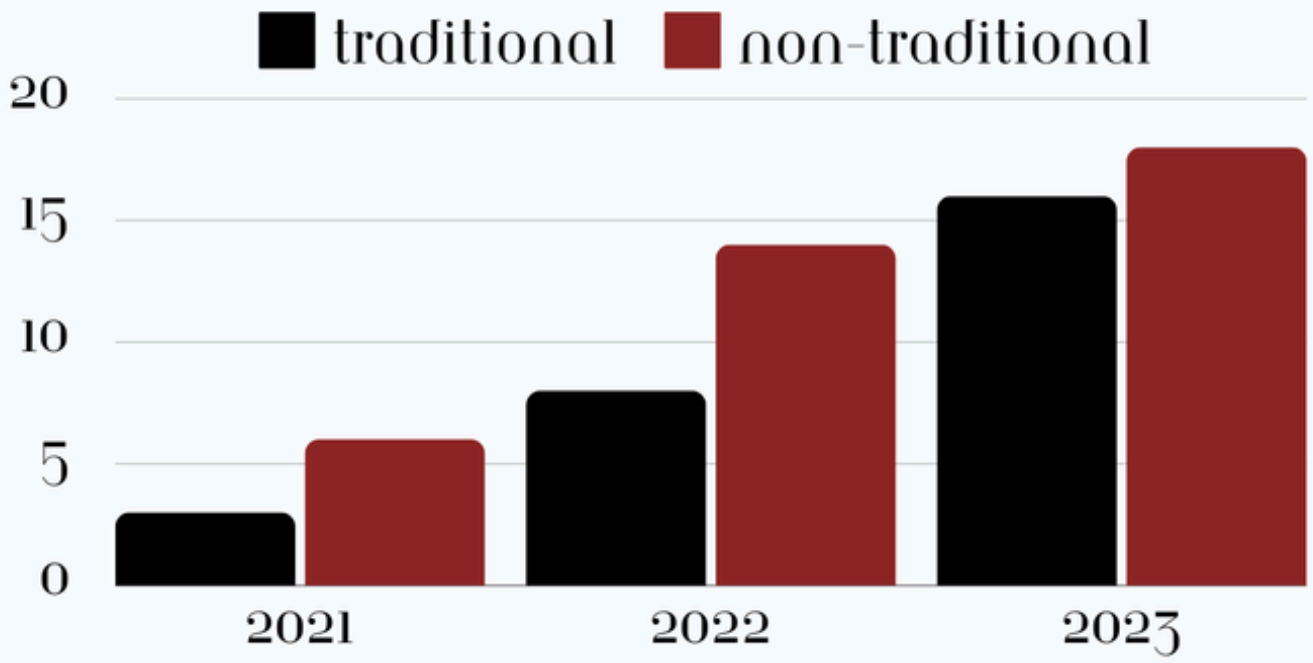
Beat's annual revenue is 1.5 billion US dollars. Taking 10% of that annual revenue, the current advertising budget is set to be $150 million. Despite this, Beats annually spends less than $100 million on Advertsing

competitors:

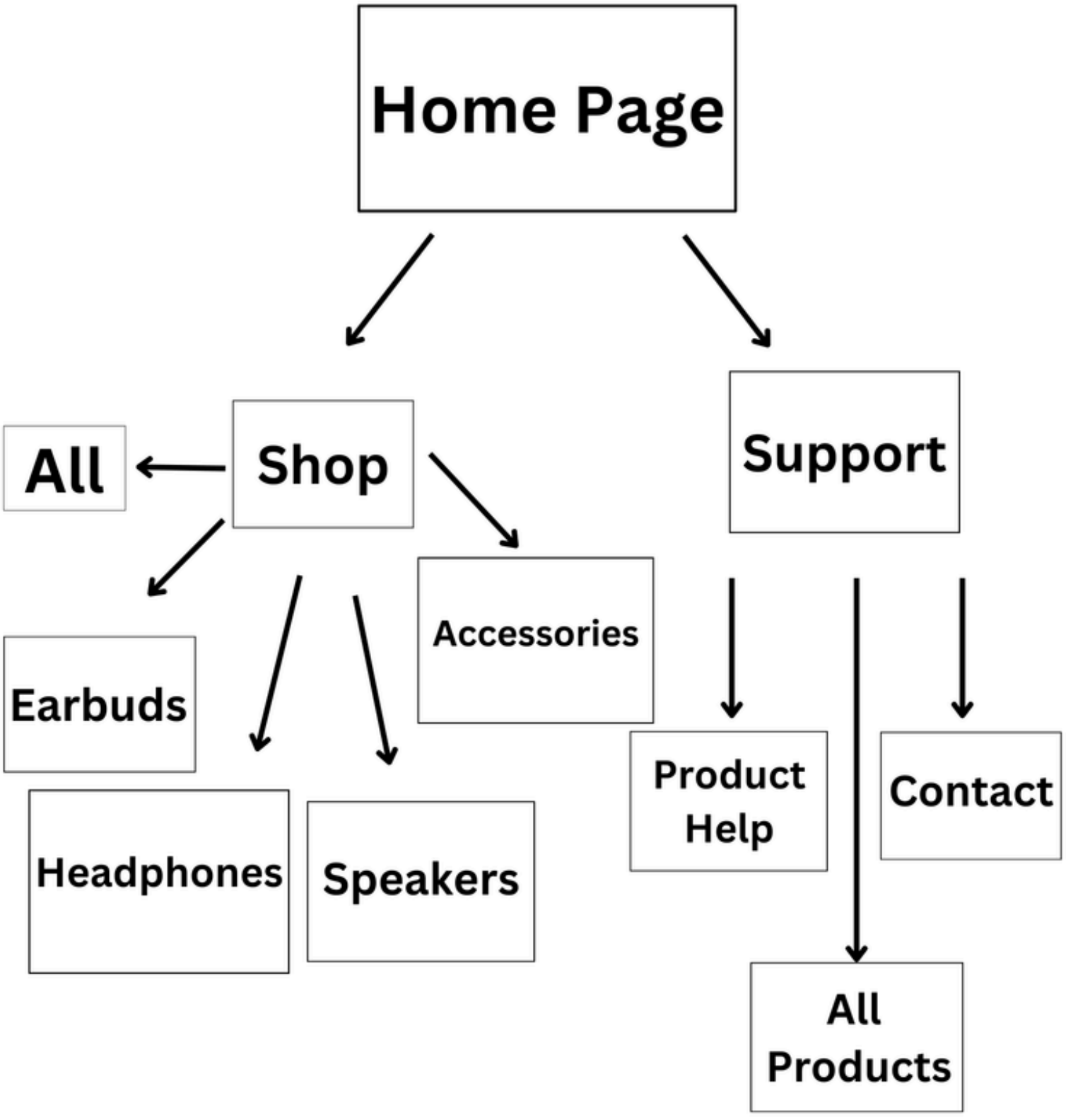
JBL has an annual revenue of 33.5 million US dollars. Taking 10% of that annual revenue, the current advertising budget is set to be $350 million. Similar to Beats, JBL alsoo spends less than $100 million annulaly on adertiving

various media

We would like to position our ads to be focused in newspapers and magazines. Magazines that focus on the outdoors and gardening would be the most ideal for our target demographic.



Microsite Map: beatsbydre.com



WHY?

AARP Magazine: AARP The Magazine has over 23 million subscribers, making it one of the most widely read magazines in the United States. It caters to adults 50 years old and older.

Better Homes & Gardens Magazine: Better Homes & Gardens has about 8 million subscribers who are interested in gardening and family living. They target women in their 30s and older.

Billboard: Billboards are still a highly effective way of advertising. Outdoor billboard ads encourage consumers to search for your business online and drive foot traffic to your site. 50% of American drivers say that they find billboard ads “highly engaging”.

Bus Ad: Bus ads target consumers in a direct and easy-to-understand format. Bus ads can’t be turned off, and reach a large variety of people.