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Throne Phones Product Launch



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Market landscape



About the Consumer Electronics Market

Enhanced Sound Quality: Advanced driver technologies deliver highly detailed sound, wider soundstages, and better audio imaging. We are seeing advancements in spatial audio and lossless formats. (1) (2)

Noise Cancellation: Both open-back (natural sound) and closed-back (noise isolation) designs are popular, allowing for many different uses (1) (3)

Comfort and Durability: Well-crafted and durable designs with replaceable parts ensure long-term use (1) (2)



What's Special About ThronePhones

"HDTV" of Audio

Has a proprietary TP-1 chip capable of playing Dolby Atmos tracks automatically. It is capable of reproducing high definition audio in a very transparent and authentic way. Giving you quality audio without sacrificing experience.

Lossless Audio Adaptability

Utilizes proprietary technology to allow lossless audio via Bluetooth or a wired connection.

Range of Uses

With easy transportability, and the option to be wired/bluetooth, ThronePhones can be used anywhere!

High-Quality Noise Cancelling

ThronePhones offers external sound canceling properties, allowing you to stay focused when you want to.



Product Launch Timeline

Phase 1: (Months 1-2)



Establish Brand Online Presence

- Finalize product design and packaging.
- Develop marketing materials (videos, banners, social media posts).
- Set up digital infrastructure (CRM, marketing automation, dashboard).
- Launch teaser campaigns
- Conduct beta testing with select early adopters

Phase 2: (Month 3)



Build-up and Influencer Partnerships

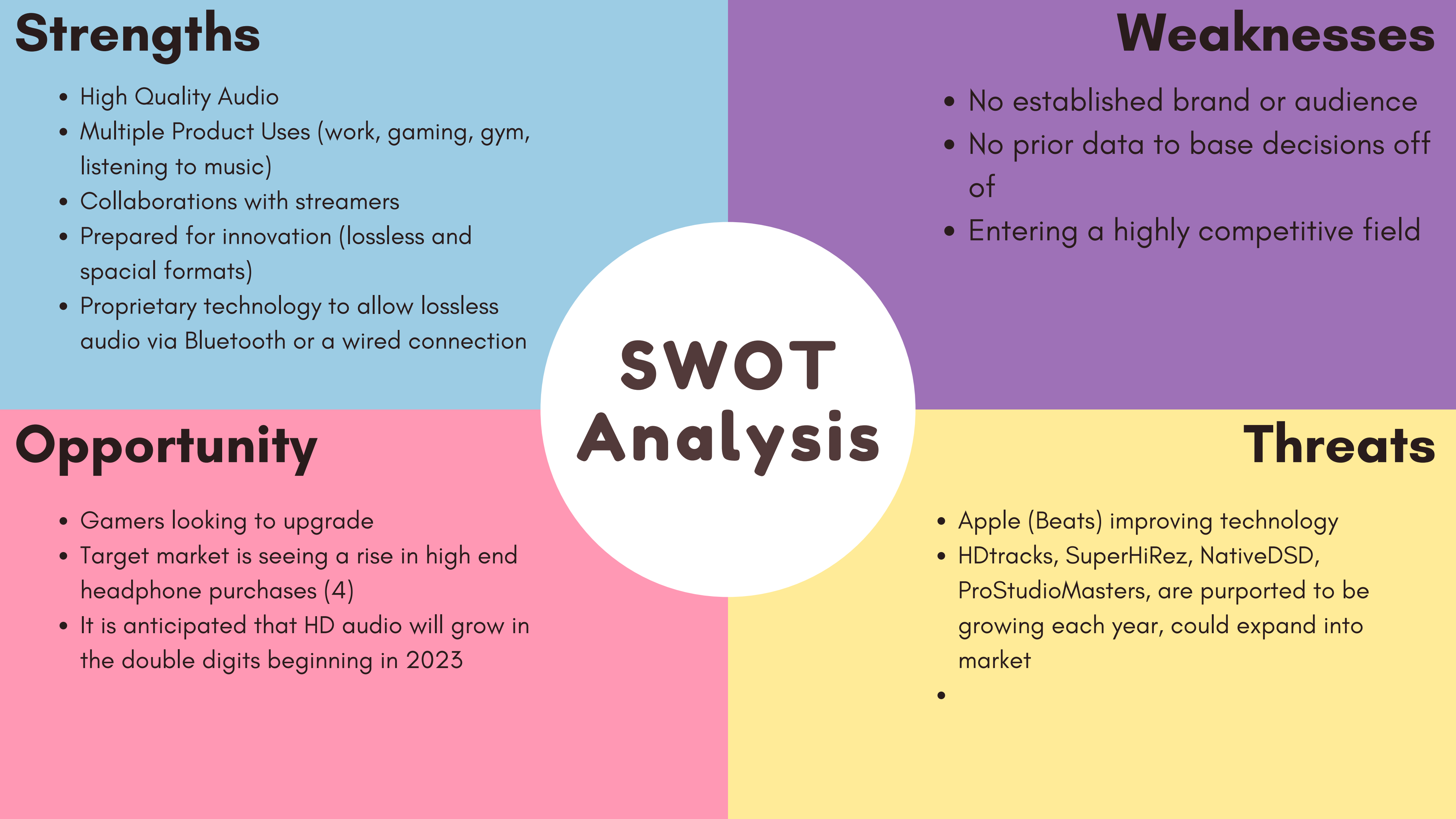
- Partner with influencers for product reveals and demo teasers.
- Roll out social media countdown and launch-day excitement campaigns.
- Build an email list through landing pages offering exclusive pre-order updates.

Phase 3: (Months 4-6)



Launch Event and Post-Launch Promotion

- Execute high-impact ad campaigns on Google, Amazon Ads, and YouTube.
- Host live events (Instagram Live, Twitch demo).
- Amplify UGC campaigns with branded hashtags
- Push remarketing campaigns for cart abandoners.



Goals & Objectives

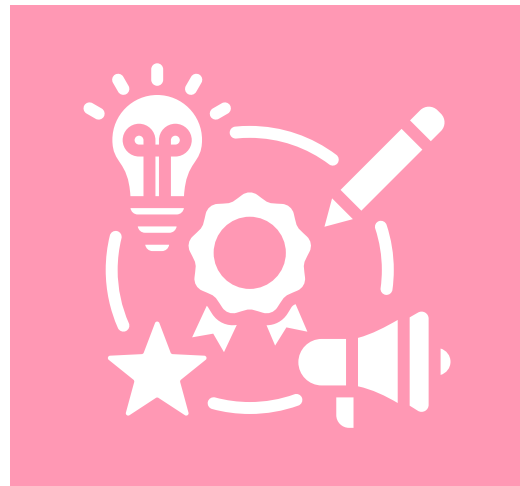
Goals

- Increase brand awareness
- Drive conversions through digital platforms

Objectives

- Develop relationships with streamers who have a similar audience
- Use collected data to constantly improve metrics and KPI
- Offer limited-time discounts or bundles (e.g., free case or cables for pre-orders).
- Free 30-day trial with easy returns to reduce purchase hesitation.
- Create a social media plan
- Develop high quality ads across platforms (Google, Facebook, Twitch, Amazon)
- Target cart abandoners with ads across Facebook and Google showcasing the product's benefits and urgency to buy.

Launch Support



Awareness

High-Impact Advertising Campaigns:

- Use Google Ads for search terms (e.g., "Dolby Atmos headphones").
- Leverage YouTube pre-roll ads featuring immersive Dolby Atmos experiences.

Influencer Endorsements:

- Partner with 10 influencers across gaming, audiophile, and tech niches.
- Encourage influencers to share unboxing, reviews, and "first listen" reactions.

Social Media Campaigns:

- Instagram, TikTok, twitch giveaways to amplify brand reach.
- Branded hashtags like #ThronePhonesExperience #1thatdoesitALL



Launch Support cont.



Engagement

Community-Building Initiatives:

- Host live events on Instagram/Twitch/TikTok showcasing product features.
- Create a user community forum or Discord server for early adopters.
- Host live Reddit AMA

Interactive Content:

- Launch a gamified quiz on the website (e.g., "What kind of listener are you?" "What genre are you?") to drive interaction.

Email Marketing:

- Personalized pre-launch emails to engage early sign-ups with exclusive content.





Value Proposition

At ThronePhones we want to deliver a comfortable and high quality audio experience for all activities in life. ThronePhones can seamlessly transition from the office, to the gym, and to your console without sacrificing quality, comfort, and space.

“Elevating your growth, games, and gains.”



Competitive Analysis

On the ground

Apple / Beats \$199.99 - \$349.99

Strong consumer base from parent company, allowing a smoother integration with iPhones and iPads. Apple consumers are a loyal base. Marketing stayed trendy and associated Beats with GenZ culture, music, and fashion. Lifestyle accessory/High quality audio. Building on Apple's services. Beats has improved its audio quality appealing to a broader consumer base looking for both style and performance. (5)

Bose \$349 - \$429

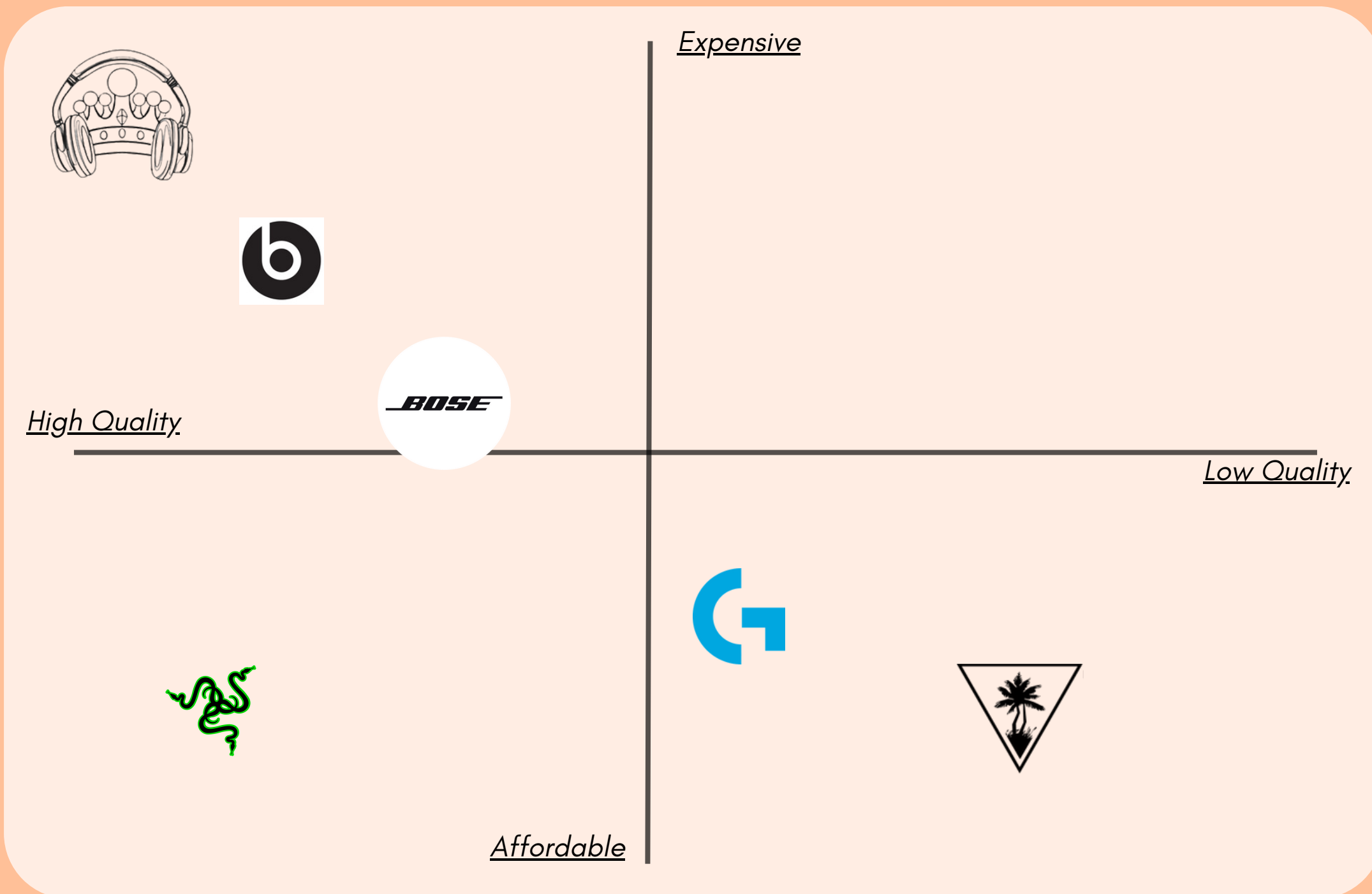
Leader in active noise cancellation, appealing to audiophiles and casual users alike. Diverse options across over-ear, on-ear, and in-ear. Features adjustable audio cancellation, touch controls, and customizable. Lack popular features like multipoint Bluetooth connectivity or water resistance. Lack a dedicated gaming product line, falling behind competitors. (6)

Logitech \$50 - \$379

Logitech's G-series headsets are made for gamers. They offer features like low-latency wireless connectivity, and long battery life. They have budget-friendly headsets. Lack noise cancellation. Gaming headsets are their strong suits, the brand is not known for every day audiophile headphones, limiting its appeal to broader consumer markets.



Brand Positioning



- Innovation and luxury in high-end headphones
- Establish we have the quality and diverse use like Apple
- We have the same sought-after features gamers prefer in Logitech

Primary Target Audience

MIKE
STAND

AGE 28
GENDER MALE
LOCATION USA

AUDIOVISUAL ENGINEER



● ABOUT ME

As a audiovisual engineer, I am passionate about producing events that not only look and sound beautiful but also have an impact on the community that is interacting with it.

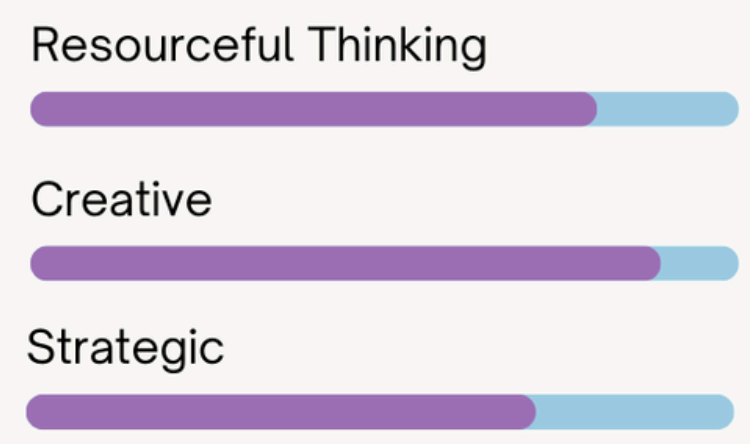
BIO

Mike has been working as an audiovisual engineer for the past 7 years and has built up a solid portfolio of work. He has a Bachelor's degree in Telecommunications and is always looking for ways to improve his skills. He is single and spends his free time gaming, or hosting his friends



"Do not be sorry. Be better"
-God of War

PERSONALITY



KEY PSYCHOGRAPHICS

- Avid gamer, has the latest console(s) and games
- Hybrid work environment
- Likes to be social as the host, not the life of the party
- Uses social media to connect with gamer communities
- Watches live streams of gamers

FAVORITE BRANDS



SKILLS



Secondary Target Audience

CONNIE
SOL

AGE 20
GENDER FEMALE
LOCATION USA

COLLEGE STUDENT



● ABOUT ME

As a full-time student I don't always have time for my hobbies. But I do enjoy investing in them. I am always looking for products to improve my experience.

BIO

Connie has been working towards her Bachelor's degree for the past 2 years. She is studying Audio Engineering. She is single and spends her free time hanging out with friends on campus, or in her dorm gaming.



"Don't wish it were easier,
wish you were better."

-Animal Crossing

PERSONALITY

Creative



Outgoing



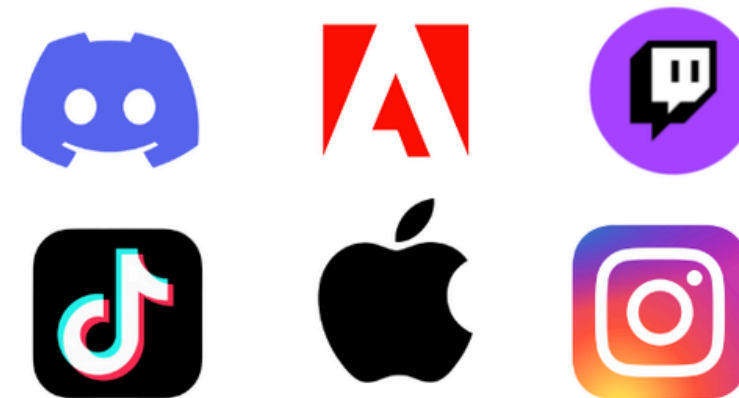
Humorous



KEY PSYCHOGRAPHICS

- Stays up to date on all the social media platforms
- Loves trying new things
- Stays connected to her favorite creators
- Always has the newest technology
- Has outside financial support

FAVORITE BRANDS



BOSE

SKILLS

SOCIAL MEDIA



ADOBE AUDITION



VIDEO EDITING



Unique Selling Proposition

The one that does it all

Gone are the days when you have to choose between your comfort, style and quality in your headset.

ThronePhones does it all – gym, gaming, commuting all while feeling, looking, and sounding good



Overview

Marketing Strategy

Product, Price, Place, Promotion





Transportable

Comfortable

TP-1 chip

Dolby Atmos support

Spatial/Lossless
audio

Noise Cancelling

Product





Starting at

\$600

Competitive pricing for
premium quality

Aligns with competitors
like Beats and Bose

Price



Place

Where to Sell, Where to Advertise

- E-commerce (Amazon, company website, direct events)
- Have in store displays with the ability to trial product
- Have displays clearly talk about product features (spacial and lossless audio, transportability, comfortable fit)



Channels for Promotion

Social

- Instagram, Twitter (X), TikTok, Reddit, and streaming (e.g. Twitch, Youtube).
 - Video: Product demos, customer testimonials, influencer clips
 - Audio: Music and gaming soundscapes
 - Images: Sleek and colorful lifestyle shots

Paid Search/Social

- SEO for Google Ads targeting “headphone/gaming systems/home entertainment system” searches. Use data to fine tune marketing.
- Amazon sponsored product to boost visibility.
- Paid media campaigns on Facebook and Instagram.
- Influencer partnerships with tech and gaming personalities.
- Email campaigns to nurture leads and announce the launch.

Channels for Promotion cont.

Tracking/KPIs

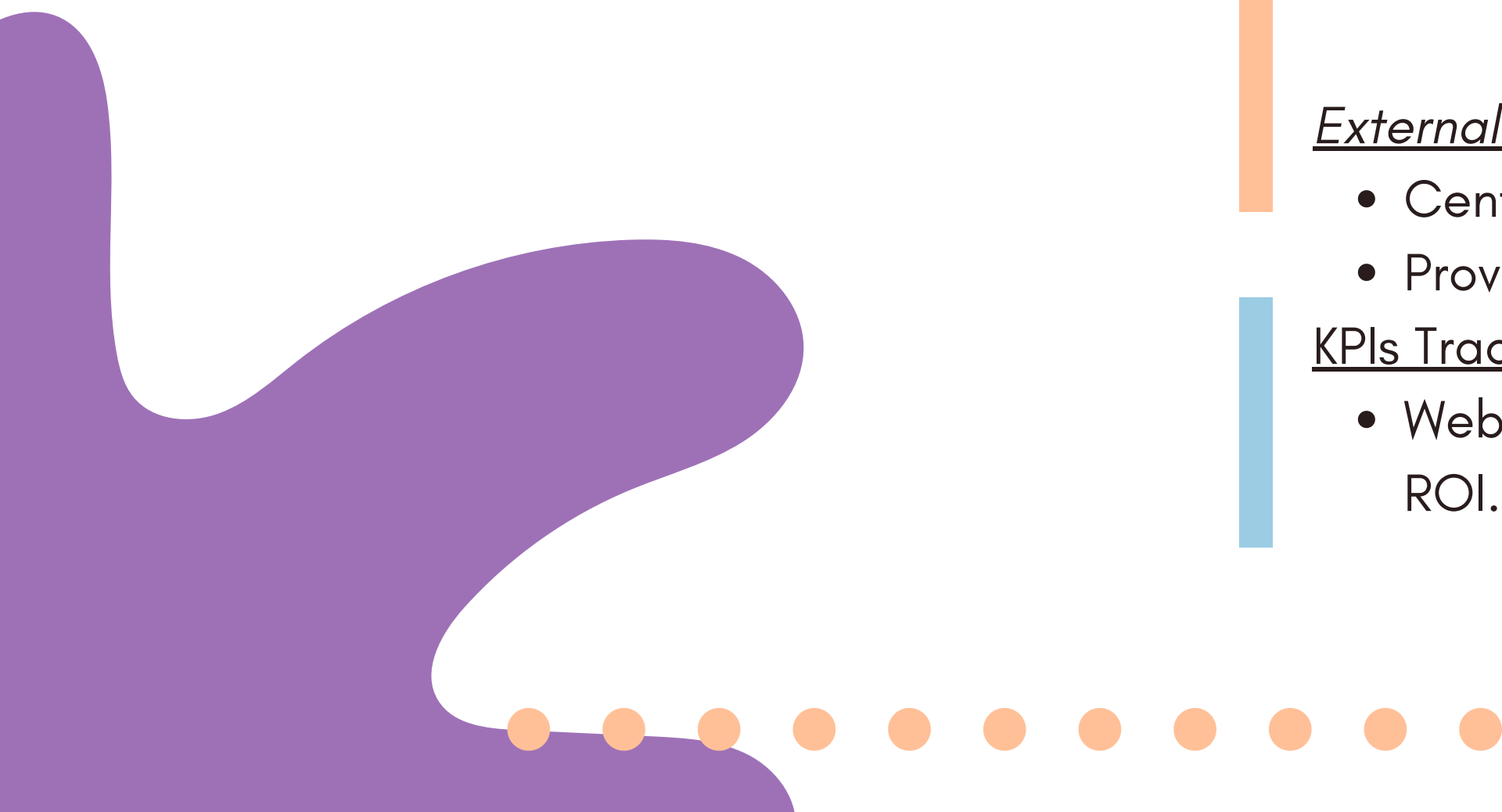
Conversion Rate from Ads: The percentage of users who take a desired action, such as purchasing headphones after visiting a website or ad. Indicator of who is buying/who is not and why.

Social Media Engagement: Likes, shares, comments, and follower growth across platforms. Indicator of growing brand awareness. Click-through rates, engagement metrics, conversions.

ROI on Marketing Spend: Allows us to see if marketing efforts are in the right place and effective.

Customer Acquisition Cost (CAC): The cost of acquiring one customer. What are we spending on our customers, are they our target base?

Tools for Promotion



Tools

Marketing Automation System: Hubspot

- Automates email campaigns, social media posts, and lead data.
- Increases efficiency in campaign management.
- Provides detailed analytics to optimize campaigns in real-time.
- Syncs with CRM and external dashboards for organized operations

CRM: Salesforce

- Manages customer data, tracks interactions, and improves sales.
- Helps segment the target audience for personalized campaigns.
- Tracks customer journey from awareness to conversion.

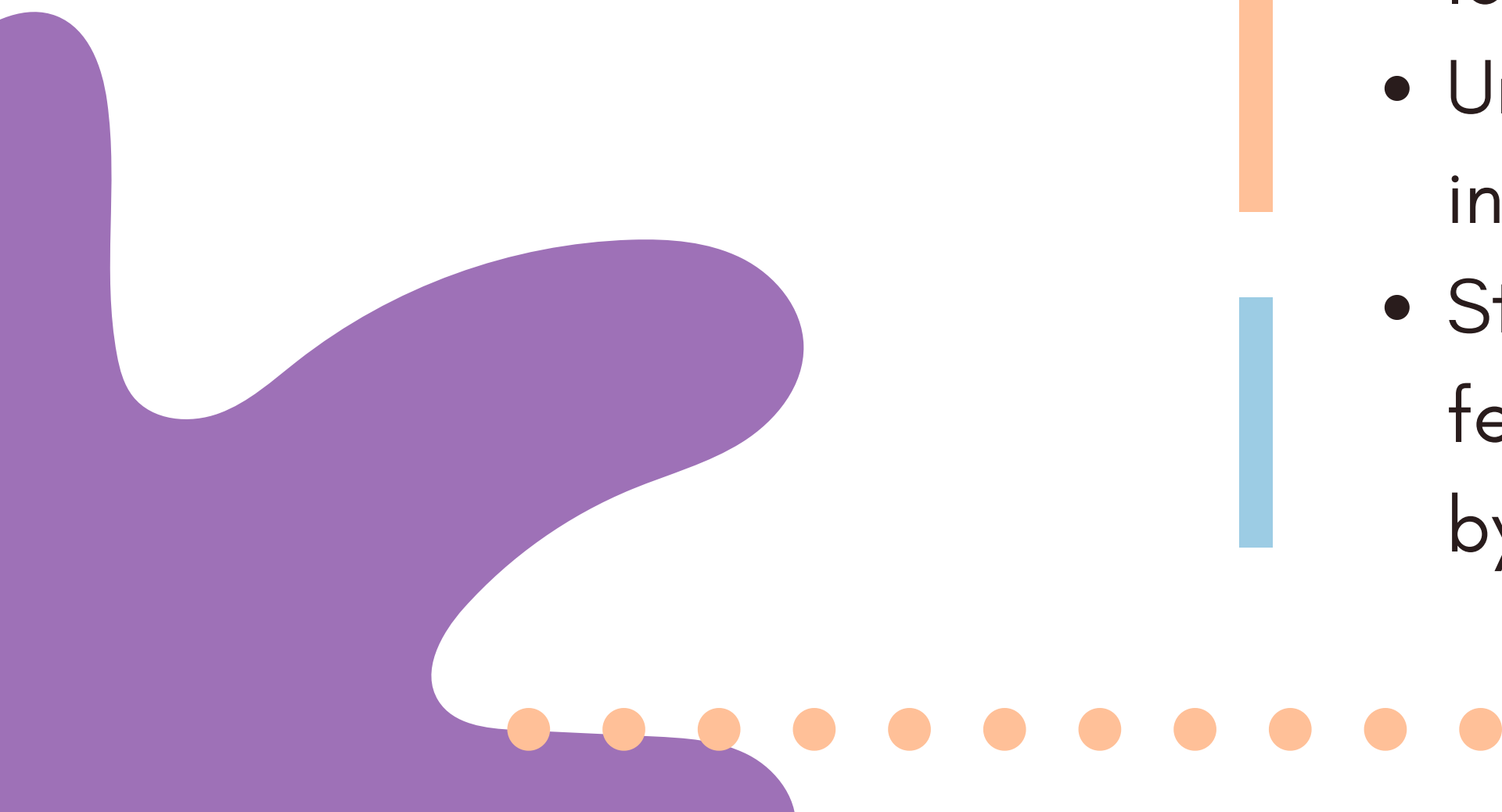
External Dashboard Solution: Google Data Studio

- Centralizes KPIs for marketing, sales, and customer support.
- Provides real-time data visualization for performance metrics.

KPIs Tracked:

- Website traffic, conversion rates, social media engagement, and ROI.

Tactics for Promotion



Tactics

- Limited-time launch offers (e.g., early bird discounts, free shipping)
- Augmented reality filters on Instagram to "try on" headphones virtually.
- Tutorials highlighting Dolby Atmos and lossless audio benefits.
- Unboxing and product demo videos by influencers.
- Streamed countdown to product launch featuring prizes and give aways hosted by gaming influencers

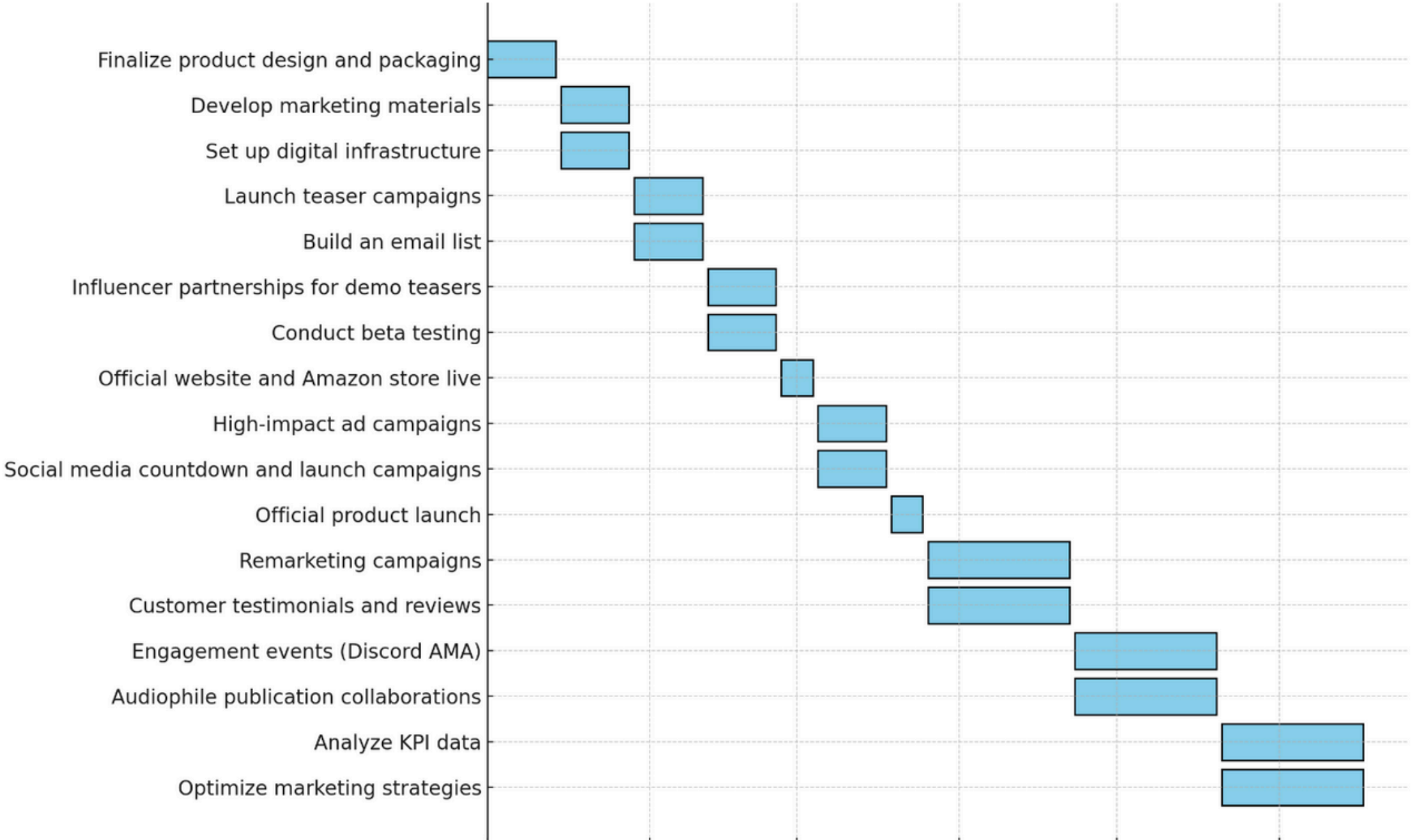
Summary



Recap

- Position the brand as a leader in the high-end audio market among competitors like BOSE or Apple
- Emphasize building brand awareness with influencer partnerships, digital advertising, and engaging social media content
- Focus on pre-launch teasers and fun online campaigns
- Aims to drive strong engagement from the target audience of gamer, audiophiles, and tech enthusiasts
- Post-launch, the strategy shifts to sustaining momentum through remarketing, customer testimonials, and collaborating with audiophile communities.
- Key goals include driving conversions through digital platforms, growing a bold online presence, and fostering brand loyalty.

Gnatt Chart Plan



Product Launch Timeline Summary

***Phase 1:
(Months 1-2)***



Establish Brand Online Presence

Create detailed marketing and social media plan. Design strong graphics, create engaging video content.

Phase 2: (Month 3)



Build-up and Influencer Partnerships

Work with well-known gaming streamers. Host online streaming and in game events.

***Phase 3:
(Months 4-6)***



Launch Event and Post-Launch Promotion

Host an exciting launch event with specials and engage customers with social media promotions post-launch to sustain excitement and gather feedback.

References



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 2. Worldwide Stereo. (n.d.). Best audiophile headphones. Available at:
<https://www.worldwidestereo.com/blogs/guides/best-audiophile-headphones>
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