

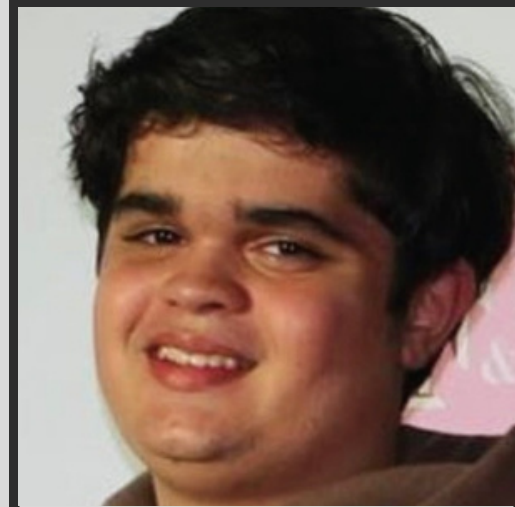


Lainey Roberto, Ellie McCarron, and Alex Germain

MARKETING PLAN: JBL HEADPHONES



Lainey Roberto



Alex Germain



Ellie McCarron

MEET OUR

TEAM

OBJECTIVES

- Create/raise awareness and interest in customers for the new line of JBL headphones and the unique features that set them apart from other headphones, as well as past JBL launches
- Make customers aware of JBL LIVE LAUNCH at Best Buy
- Build on our previous success and momentum of the “Live advertising campaign” and offer a step up from the single wireless communication
- **Set the consumer free from the worries of being isolated in their daily environment - free from unwanted noise, free from the hassle of wires**

CONSIDERATIONS

- Best Buy will carry 4 Live SKUs exclusively from September-December
- Consider JBL and Best Buy assets/properties to leverage
 - Open to new partner ideas as well
 - Music, Sports
 - Google Play
- Consider new categories for potential partners
 - Apparel/fashion
- Explore how to sustain the idea through pre, launch, and post tactics
- Assume \$1mm activation budget

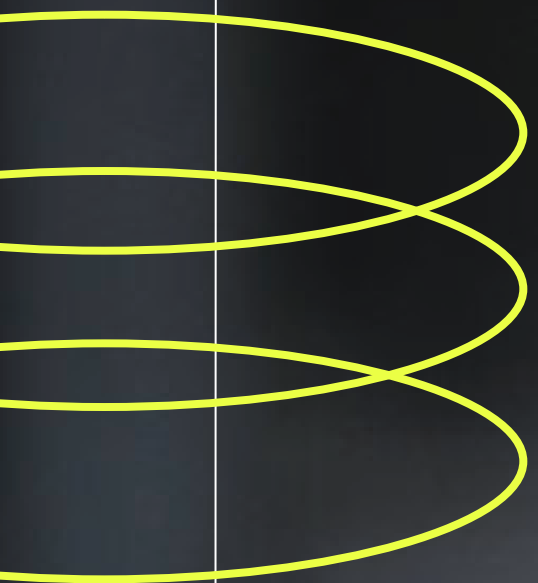


TARGET CONSUMER

- 18-34 year-olds of all gender identities
- Personality: Bends the rules, spontaneous and adventurous, YOLOs (you only live once), experiences FOMO (fear of missing out) on popular trends and styles, groupies for certain musicians/bands
- Media usage: Very social-media savvy, engages in social trends, frequent creator of playlists, purveyor of new music through websites like Soundcloud and different radio stations
 - Favorite social apps: Instagram, Twitter, TikTok, Spotify

PROBLEM TO SOLVE

The current headphones on the market keep you tied down. JBL wants to “set you free” with wireless headphones, incredible sound quality, and new Adjustable Ambient Awareness technology to keep you safe.



INSIGHTS



INSIGHT I

Unsafe, distracted headphone use has statistically lead to injury and death over the past few years.

DATA

- Two phenomena are likely contributors to the possible association between headphone use and pedestrian injury
 - Distraction caused by the use of electronic devices has been coined **inattentional blindness**
 - **Environmental isolation**: the inability to hear sounds emanating from the local surroundings
- Reports of teens and young adult pedestrians using headphones with injuries and fatal outcomes are described and have increased over the last 3 years, with many cases describe vehicle or train warnings prior to the crash.
- A total of 116 unique cases of pedestrian injuries or deaths involving headphone use were identified
 - The median age of victims was 21 years; 68% were male and 67% were under 30 years of age. Sixty-four of the 116 victims (55%) were hit by a train. Eighty-one of the 116 collisions (70%) resulted in death.

WHAT THIS MEANS

- Young people are getting injured or killed due to headphones that are unsafe and consequently endanger their users
 - In many cases, there were audio cues warning the victim, but they were unable to hear due to environmental isolation
- There is a high demand for headphones that enable users a large amount of control over noise cancellation/management

JBL's Adjustable Ambient Awareness can help users be immersed in the music, and simultaneously keep themselves alert and safe when in potentially dangerous spaces.



INSIGHT 2

Headphones have become a fashion accessory in recent years.

DATA

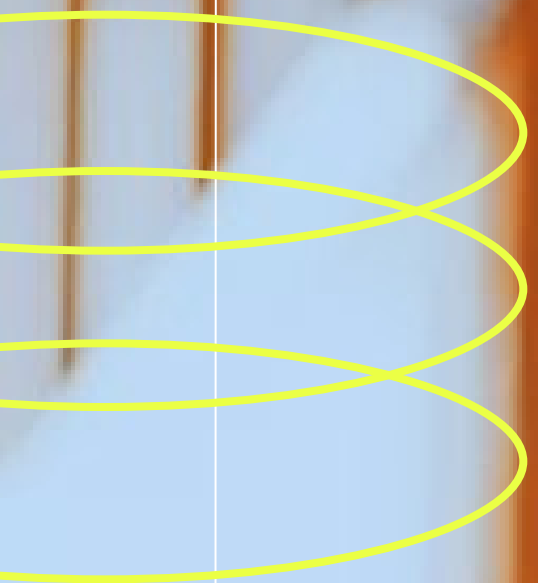
- Headphone manufacturers need to emphasize the hedonic character of their devices as well as put great care into the design of their devices...Also, manufacturers could choose to offer multiple variations with regards to color, shape and size in order to appeal to different customer preferences. Finally, marketing efforts could concentrate on promoting the aesthetics aspects of the headphones. (Reinelt et al., 2016)
- The traditional, all-black headphones are being replaced with vibrant colors, unique design aesthetics and superior technology compared to their predecessors. Today's consumer desires high fidelity and the expression of individuality through creative designs. (Kops, 2011).

WHAT THIS MEANS

- Consumers are no longer viewing headphones as just a utility, they are considering their style as well
- Marketing the style of a pair of headphones is just as important as marketing its audio quality

JBL's Live range offers consumers not only a high quality audio experience, but also a fashionable accessory which fits into their on the go lifestyle.





CONCEPTS

CONCEPT I

Headphones without proper noise cancellation control can cause you to miss the important stuff. Our awareness is already constantly being tested by the various phenomena around us – people, cars, buildings, nature, etc.

Watch this video as an example:

<https://youtu.be/Ahg6qcgoay4>

See how easily things can slip by? We want to highlight the revolutionary control that users of JBL have over their noise and environment through a video and social media campaign centered around awareness.

CONCEPT I

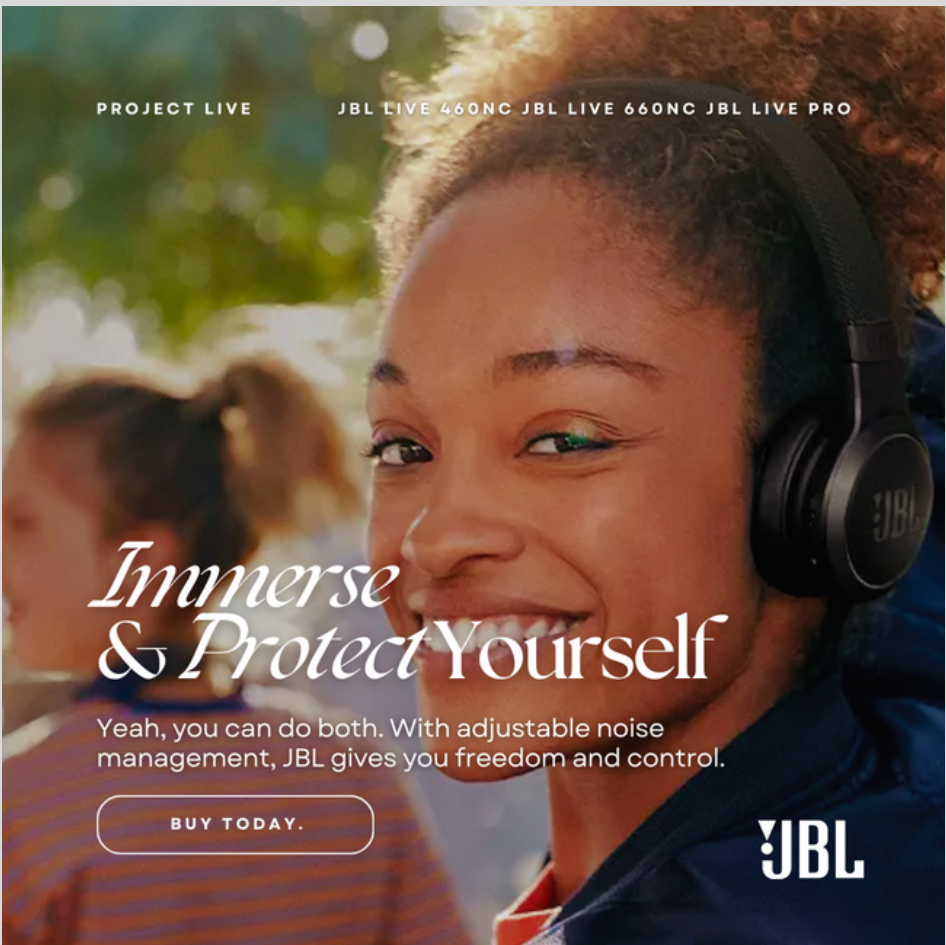
- Riff on the awareness test: main protagonist wearing (probably wired) headphones walking down the street while tons of goofy things happen in the background; followed by a short narration saying something along the lines of: “Think about what you could be missing wearing headphones that don’t give you the freedom and control like JBL does. With adjustable noise management, JBL allows you the freedom to immerse yourself and protect yourself at the same time. **‘Don’t let real life pass you by - ELEVATE IT with JBL’**”
- Associated social media campaign
 - Social media graphics that follow a similar format, hiding funny things in the background of images that forces the viewer to be more aware
 - Engaging graphics and short video ads that play with the viewers minds
 - Taglines such as “imagine what you could be missing” to encourage awareness

MOCKUPS



Title JBL video Spot

Audio: Upbeat music throughout entire spot	Camera spin and begin panning out
busy city scene, car and pedestrian noises	UFO whizzes by, quick slide-like transitions from crazy fantasy scene to scene
lighting change, entire city on fire and dark brown/orange	super bright colors, psychedelic and trippy patterns
VO: Think about what you could be missing wearing headphones that don't give you the freedom and control like JBL does. with adjustable noise management, JBL allows you the freedom to immerse yourself and protect yourself at the same time.	VO: Text on screen
VO: Text on screen	Transition -> UFO swipes text away



CONCEPT 2

JBL headphones can help you stand out amongst the crowd, and make a statement as you go about your daily life. To do so, we'll highlight the headphones within various scenarios and physical environments by utilizing pop-up stands at Best Buy and an interactive Snapchat filter to bring JBL straight to consumers.

CONCEPT 2

- Integrated social media campaign with Best Buy featuring young, on the go consumers wearing the headphones as they go out and about, making them stand out amongst a crowd and highlighting the aesthetic appeal of the headphones.
- In store display which prominently features the various colors of the headphones to attract customers within Best Buy.
- Interactive Snapchat filter which places a 3D model of the headphones on a subject, showing the buyer various color options they can purchase.

MOCKUPS



CONCEPT 3

Y2K fashion and trends are back in full swing amongst Gen Z and Millennials (think low waisted jeans, trucker hats, tracksuits, etc). The cyclical nature of fashion has expanded into the technology world. Young adults are rejecting modern tech for a more retro “vibe” with digital cameras, and wired/over ear headphones. Jenna Ortega, the unbothered “It” girl who famously revamps some of our favorite childhood characters, like Wednesday Addams and the Scream franchise, is rarely seen without her headphones.

Because of this, we are collaborating with Jenna to style the headphones with some of her iconic outfits and overall aesthetic to impress the idea of JBL headphones as a fashion statement.

CONCEPT 3

- Nostalgia & “sprezzatura”, (calculated carelessness, effortlessly chic) are key players in the resurgence of headphones as a fashion statement
- We are creating a year long collaboration with Jenna where she will wear her JBL over-the-ear headphones while on set, out and about, and even bring them with her to high profile events.
 - We hope to grab the attention of young Jenna fans looking to mimic her “cool girl” style with JBL and accumulated earned media
- Bringing the headphones to major events similarly to what JBL did previously with Doja Cat



MOCKUPS

