



Student(s): Destani Gourdine & Teresa Florentine **Class:** Sales Promotion

Assignment Brief: You are to create a product or product extension of your own design and devise a sales promotion / advertising plan for it, the PowerPoint or Prezi based presentation of which will include the following information in the following order;

- Intro slide
- Executive Summary
- Brand Positioning Statement
- Biographies of company
- Target Market Profile
- Promotion Opportunity Analysis
- Packaging / Graphic Identity
- Brand Strategy
- Media Strategy
- Distribution Strategy

Ray-Ban

COLLABORATES WITH...

SPEC-TRONICS

Destani Gourdine & Teresa Florentine

Final Project

Sales Promotion

Professor Widra

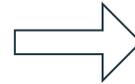
Executive Summary:

This integrated marketing and communications plan is designed for a new form of electronics, called “Spec-Tronics” as a collaboration with Ray Ban. The overall goal of this integrated marketing and communications plan is to provide the following:

- Executive Summary: Product Overview
- Brand Positioning Statement
- Biography of Company
- Target Market
- Promotion Opportunity Analysis
- Packaging / Graphic Identity
- Brand Strategy
- Media Strategy
- Distribution Strategy

Product Logo

SPEC-TRONICS



Executive Summary: Product Overview

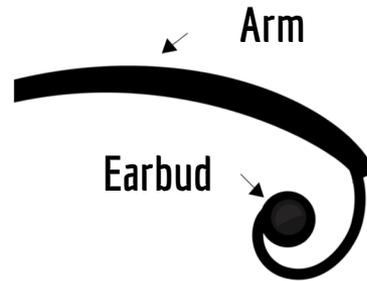
What are “Spec-Tronics”?

- “Spec-Tronics” is the perfect design marriage between your favorite **wireless headphones** and **sleek sunglasses** brought to you by **Ray-Bans** featured in the **Justin Collection**.
- “Spec-Tronics” allows you to **talk on the phone**, **listen to music**, and **block the sun**, through a special **built in bone conduction speaker**; the perfect **3 in 1 combo**.
- In addition to this **3 in 1 combo**, “Spec-Tronics” are constructed into a compact, folding style for **practicality** and **portability**.

- The **padded earbuds** are wrapped around your ears to provide a **comfortable, durable** and **secure** fit for long hours.
- **Quality and Style** are never compromised in this new design.
- Our earbuds are top of the line **pro-earbuds**, that yield **superior sound isolation** while providing a reliable studio-like sound experience.

Executive Summary: Product Overview

"Spec-Tronics"



Folding Style



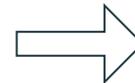
- This is the full design model for **Spec-Tronics**.
- The **distinct earbud curve** and the **unique folding style** of the glasses are the two most important features that set **Spec-Tronics** apart from other brands.
- The **earbud curve** provides **maximum security** and **comfortability** for hardcore outdoor activity such as (**hiking, running, biking, and climbing**).
- The **folding style** allows for the glasses to be **easily folded** and **tucked away** for **ultimate portability**, while maintaining a highly durable frame.

Executive Summary: Product Overview (2)

Product Description

- **Connectivity:** Bluetooth 5.0
- It's Simple: Grab your smartphone, go to settings and connect through bluetooth. The name "**Spec-Tronics**" will appear on your device.
- **Wireless Range:** 30ft/10 Meters
- **Compatibility:** Any Device (**Smartphone, Computer, Tablet, etc.**) that has Bluetooth and communication functions built-in.

- **Pricing:** As of now, our price is set at **\$125 USD** for our first standard model.
- Our price is projected to change depending on new designs, customization, and upgrades.



Executive Summary: Product Overview (2)

Product Features

- **Frame Material:** Nylon
- **Frame Color:** Black
- **Lens Type:** UV400 / Polarized FDA Certified
- **Lense Color:** Grey Gradient
 - Additional colors will soon include: Bronze, Gold, Gunmetal, Blue, Jet Black.
- **Prescription Optional**
- **Water Resistant/Sweat Proof**
- **Weight:** Light Weight(50g)
- **Replaceable Lenses**
- **Built-In Microphone**
- **AI-Voice Assistant**

- **Warranty:** 365 Days Warranty from when the product was purchased.
- **Battery Hour:** Full charge allows you to listen or talk for 6 hours; with a 150 hour stand by mode.
- **Charging:** Less than 1 hour by an exclusive charging cable.



Brand Positioning Statement



Functionality

- The **Functionality** of **Spec-Tronics** is the **strongest** part of the **design**. Our team has worked hard to build superior sound isolation in the headphones; to give consumers a premium sound experience.

- **Practicality** and **Functionality** is what sets **Spec-Tronics** apart from other brands. We want our consumers to understand that our product is truly a **3-in-1** product allowing you to **talk on the phone**, **listen to music** and **block the sun**.
- **Spec-Tronics** is a product that makes it almost impossible to forget your sunglasses and headphones at home! It's a simple three step process. **Grab, fold** and **place** them in your pocket. The perfect on-the-go product.
- When consumers wear **Spec-Tronics** they will get a sense of satisfaction. As a brand, we always want to ensure that our consumers feel and look the best.

<http://www.drewtempleton.com/>



Practicality

- **Practicality** comes from the unique folding style of **Spec-Tronics**. The glasses can be easily folded and tucked away for ultimate portability, while still maintaining a highly durable frame.

Biography of Company

History

- Over the years **Ray-Ban** has earned a reputation for **superb design, excellent performance** and an **unmistakable sophistication** that has made it recognisable all over the world over.

- New innovative tech-infused “**Spec-Tronics**” collaborates with “**Ray-Ban**” the iconic eyewear brand.
- For almost 80 years **Ray-Ban** has been forging its name as the most **iconic brand in eyewear**.
- **Timeless style, authenticity** and **freedom of expression** are the core values of Ray-Ban, the leader in sun and prescription eyewear for generations.
- Since the introduction of the iconic **Aviator model** created for the aviators of the United States Army; Ray-Ban has been at the forefront of cultural change, becoming a symbol of **self-expression**, worn by **celebrities** and **public figures** all around the world.

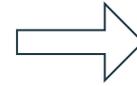
<http://www.drewtempleton.com/>

Today

- The lifestyle brand joined the **Luxottica Group** in **1999**, after which Ray-Ban accelerated its growth and redefined its distribution.



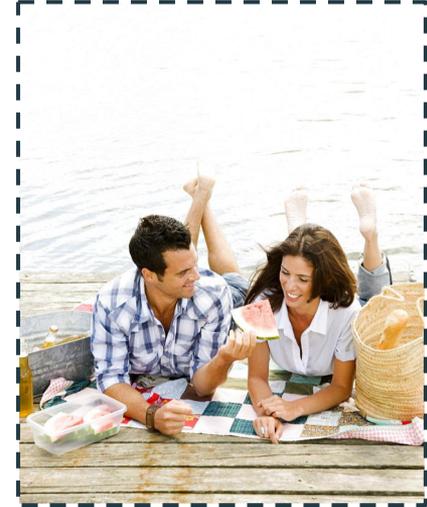
Target Market:



The Consumer

- “Spec-Tronics” will be targeted to “Outdoor Consumers”. Outdoor consumers are motivated by a variety of different factors that range from **active** to **leisurely**.
- Traditional outdoor consumer activities include (**Swimming, Running, Road Bicycling, Hiking, Golfing**, and etc.)
- Non-Traditional outdoor consumer activities include (**Relaxing Outside, Barbeque/Picnicking, Walking for enjoyment** and **Walking for a purpose**).

<http://www.drewtempleton.com/>



Target Market Profile:

Demographics:

- **Age:** 25-40 (fifteen year range)
- **Education:** College Graduate
- **Sex:** Male and Female
- **Race:** All ethnicities
- **Social Class:** Upper Middle Class
- **Income:** 100,000- 350,000
- According to Urban Institute, the middle class has a household income of between \$100,000 and \$350,000 for the average three-person family.
- **Memberships:** Outdoor Adventure Club, Outdoor Industry Association, HTX Outdoors, Leave No Trace
- **Internet:** Outdoor Publications, Tech Publications

- **Types of Occupations:** Activity Specialist, Assistant Coach or Scout, Athletic Trainer, Environmental Technician, Exercise Specialist, Physical Therapist
- **Types of Residence:** City or Suburban Setting
- **Marital Status:** Single or Married

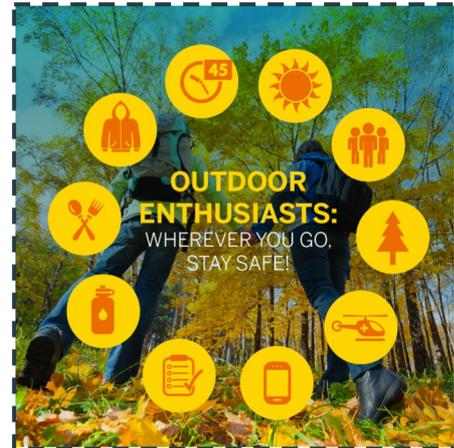


Target Market Profile:

Psychographics:

- **Lifestyle:** Fast Paced, Adventurous, and Spontaneous.
- **Interests:** Outdoor Activities, Outdoor Sports, Festivals, Fitness, Traveling, Latest Gadgets.
- **Purchasing Frequency:** Buys the newest electronics between once and twice a month.
- **Status & Price Consciousness:** They are mildly concerned about price. Shops for comfort, durability, practicality.
- **Career Mobility:** Yes, depending on their financial needs & family structure.

- Outdoor recreation is fundamentally social for today's consumers.
- Friends, significant others, and kids are the key influencers in getting people outside.



Promotion Opportunity Analysis:

Opportunity Analysis:

→ According to the “Outdoor Industry Association”, Outdoor consumers are defined as people who:

1. Spend at least **one hour per week** outdoors.
2. Participated in **traditional** or **non-traditional** outdoor activity's **at least once** in the past year.
3. Purchase apparel, footwear, equipment, and/or technology for outdoor activities.

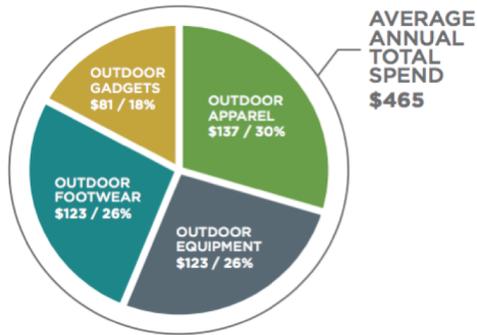
→ In the United States, there are **198 million adults** between the ages of **18-65** and of those, **60 percent** qualify themselves as outdoor consumers.



Population of Outdoor Consumers

Promotion Opportunity Analysis (2):

Opportunity Analysis:



AVERAGE
ANNUAL
TOTAL
SPEND
\$465

→ While **price** ranks high in importance, **function** and **versatility** are **key purchase influences**.

- According to the “**Outdoor Industry Association**”, **70 percent** of outdoor consumers use technology for something outdoor related, and many of those use it to make their outdoor experiences even more social.
- Those who use smartphones in the outdoors use them to stay in touch, and for social media purposes.
- The average outdoor consumer spends **\$465** annually on **apparel, footwear, equipment, and electronics** for their activities.

Shopping Habits

Promotional Opportunity Analysis (3):

Opportunity Analysis:



*Shopping Habits Cont. *

Willing to pay more for...

1. Is Durable: **46%**
2. Is The Highest Quality: **42%**
3. Makes Me Feel Comfortable: **42%**

- Outdoor consumers shop with a **purpose**.
- This is not to say that impulse purchasing doesn't happen, but **75 percent** of consumers shopping for outdoor products are shopping with intent.
- The types of channels through which they shop most often include **mass merchants, sporting goods chain stores, outdoor stores, and general online retailers**.

Promotion Opportunity Analysis:

Customer Analysis:

Where "He or She" Shops for Outdoor Gadgets

- Amazon
- Best Buy
- Backpacker.com
- Ebay.com
- BillandPauls.com

- Between generations Xennials (33-43) & Generation Y (24-38), young contemporary, trendy, fast paced, tech advanced, and adventurous. This consumer spends most of their time outdoors, whether its for their **occupation, leisure time** or for **active activities**.
- He or she enjoys being in nature and trying different things.
- He or she is a **"quality conscious consumer"** and will spend accordingly, though he or she is mildly concerned about price, they will stretch if they feel the product quality is **great, long-lasting** and **purposeful**.

Related brands "He or She" supports

- Zungle (BT Sunglasses)
- Banggood.com (BT Sunglasses)
- REI.com (Outdoor Gear)
- Backpacker.com (Outdoor Gadgets)
- Opensky.com (BT Sunglasses)
- The North Face (Outdoor Gear)
- BillandPauls.com (Outdoor Gadgets)

Promotion Opportunity Analysis:

Customer Analysis: Top Competitor



Zungle Product Features

- Wireless Music + Phone Calls
- AI Voice Assistant
- 4+ Hours Play Time
- Lightweight = 50 grams
- Sweatproof
- Bluetooth = 5.0

- Zungle was founded in 2016 and Zungle's products are designed in California U.S.
- Zungle is another company that manufactures sunglasses with **built-in bone conduction speakers** and a **noise canceling microphone** to transmit sound waves to the skull via vibrations.
- With Zungle sunglasses, wearers can **listen to music** or **make phone calls** while skiing, biking or wakeboarding.

<http://www.drewtempleton.com/>



Mouthshut.com Reviews

- 2 Stars : Not to worthy. The designs are too outdated and does not suit the trend. It's very old looking.
- 1 Star: The product is poor and arrived damaged and didn't work. The order was also late and the glasses couldn't function.

Promotion Opportunity Analysis:

Customer Analysis: Competitor

Trustpilot.com Reviews

- 1 Star : Complete Crap, don't buy it. The quality is bad, the sound leakage is a really big problem.
- 1 Star: Complete waste of time and money. Very bad sound quality. They company doesn't reply to emails. It's impossible to return.

- After analyzing **Zungle** and their product, our team new we could create a more **stylish, practical** and better **functioning** product.
- The **unique folding style** and **secure earbud curve**, enhances the overall design of **Spec-Tronics**. Every consumer wants to invest in **security/ protection** and **practicality** when they're investing in an electronic.
- **Spec-Tronics** also has a longer battery life than Zungle. (**6 Hours w/ a 150 stand by mode**).

<http://www.drewtempleton.com/>

First Pair

ZUNGLE



Super Early Bird = Viper

Original Price: 229.97

52% off

Sale Price: 109.99

Package/ Graphic Identity



Brand Story

→ We began **Spec-Tronics** because of our **love for adventures** in the **great outdoors**. Whether it's **walking around the city, hiking, riding your bike, running, outdoor sports**, etc. we wanted to create something that's suited and compatible for all. With a vision for a **3-in-1 product** that **bends, folds** and can be **stored right in your pocket**. Sunglasses, speakers and a microphone is a great way to liven up your daily routines. **Spec-Tronics** partnered with the leading sunglass brand, **Ray-Ban**, to give our customers the best **functionality** and **durability**. We believe that our integrated sunglasses will make all enjoy their everyday activities even more.

BRAND STORY

- No more untangling your headphones.
- No more squinting your eyes outside.

Print Media Strategy

10 publications where Spec-Tronics will have featured verts.

→ **Outside* (both online and print)**

- Outside's mission is to inspire active participation in the world outside through award-winning coverage of the sports, people, places, adventure, discoveries, health and fitness, gear and apparel, trends and events that make up an active lifestyle.

→ **Outdoor Life* (both online and print)**

- Outdoor Life is the go-to guide for the dedicated, adventurous wilderness sportsman. You'll always find great new gear tips and the top regional picks for hunting and fishing in your area.

→ **Backpacker* (both online and print)**

- Backpacker is an American publication that features information on wilderness hiking and adventure.

→ **National Geographic Magazine* (digital and print)**

- This magazine contains articles based on science, history, the latest gear, world culture and geography.

→ **Sports Afield* (digital and online)**

- Sports Afield's primary goal is to inspire hunters with exciting adventure stories about the most desirable game species. This magazine also covers the right gear, hunting destinations, and conservation issues.

→ **Runners* (digital and print)**

- Runner's World is the largest and most influential media brand in running and the essential guide for everyone who runs.

Print Media Strategy

Continued...

→ Field & Stream* (digital and print)

- Is America's number one sportsman's magazine. Field & Stream provides in-depth articles on hunting, fishing, outdoor gear, outdoor adventure and conservation news.

→ Pro Cycling* (print only)

- Pro Cycling is the authoritative, worldwide voice of international professional endurance sports, distributed in every country. This magazine includes sports gear, local sporting events and more.

→ Spectr* (digital only)

- "Spectr" is the International Eyewear Fashion Magazine" paying homage to glasses. It's a magazine for connoisseurs, industry insiders, opticians and sunglass stores.

→ Wired* (digital and print)

- Wired is an American magazine, that focuses on how emerging technologies affect culture, the economy, and politics. Definitely for tech advanced consumers.

THE **POWER** OF PRINT



Print Media Strategy

(2) Sample Print Ads



These are **two sample print ads** that would be featured in our publication list. Each of these ads really relate to our target market, outdoor adventurers. .



(OOH) Media Strategy

Billboard

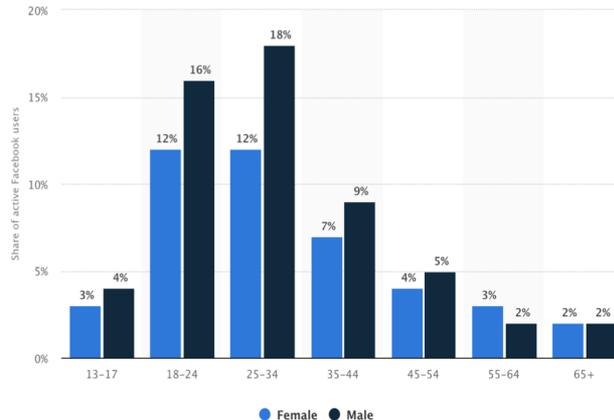
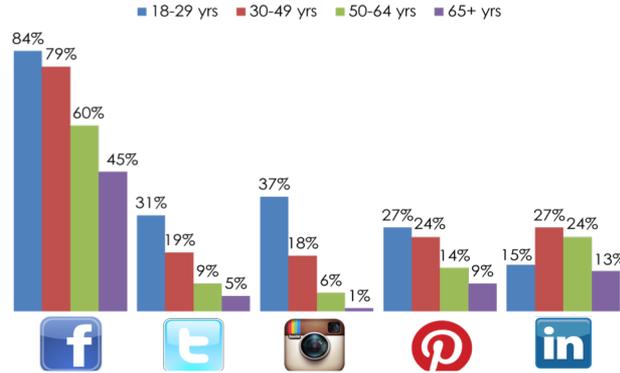


- Ray-bans place billboards around all major cities to raise the awareness of their products. This way if someone doesn't have social media they aren't missing out on new products and promotions.

Online /Electronic Media Overview:

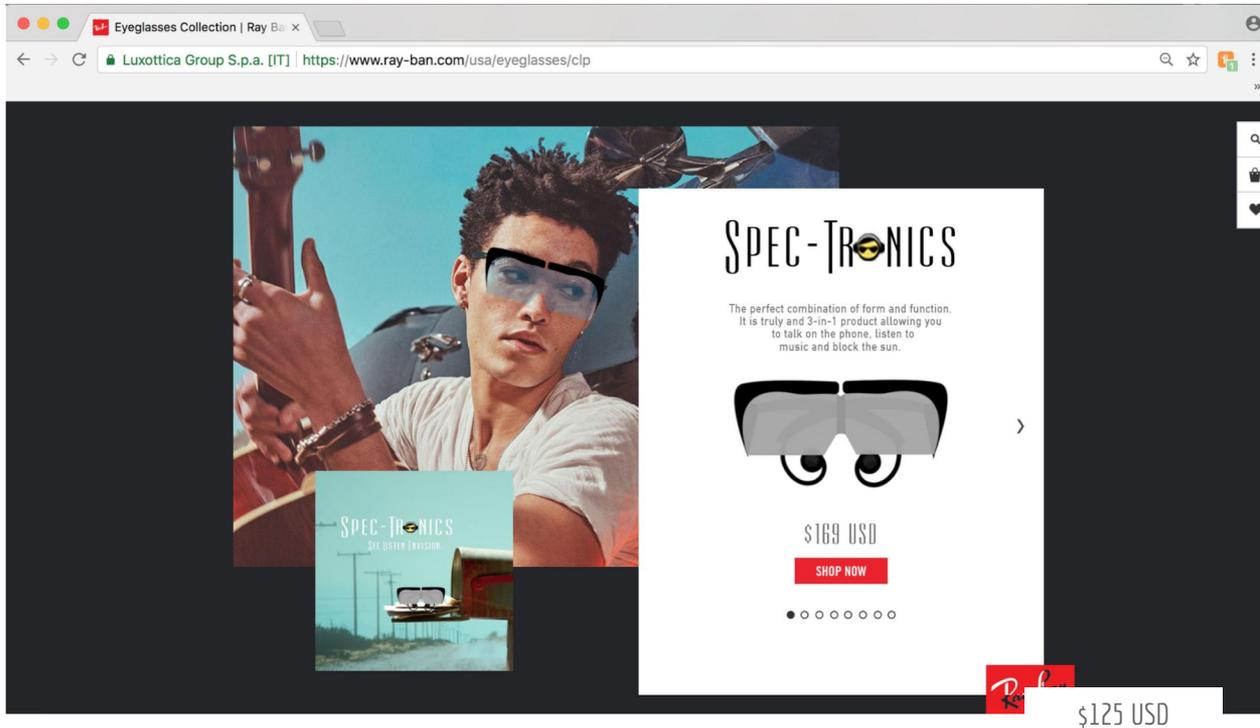
- Facebook main users range between the ages of 18-50 years old.
- 1.9 billion users
- Free marketing strategy
- Reaching your exact target market as well as staying on top of your consumers needs and wants.
- Boosts sales
- Increase brand awareness
- Average facebook user has 150 friends, advertises for itself.
- Another mobile website that markets and brands your company and products.
- Increases Web Traffic
 - Linking posts
- Brand Loyalty through Facebook (social medias)

Online Social Networking Platform Users, by Age



- Facebook is the leading social media for all ages. Debuting our product will on facebook allows more than just our target market to get a glimpse of Spec-Tronics. With social media's constant rapid growth, having a website where people visit everyday will be beneficial for our company. Being able to connect to our everyday consumer, will forever keep us in the loop of our target markets and what we need to do as a company to keep up to date with our consumer.

Sample Website Homepage



<https://www.kirkwidra.com/>



USA Shop: Free Overnight Shipping on Standard Orders

Store Locator My Account

SUNGLASSES EYEGLASSES CUSTOMIZE PRESCRIPTION STORIES

BAG WISH LIST SEARCH

View All Justin | Home > Ray-Ban Sunglasses > Justin > Justin @Collection

SPEC-TRONICS

JUSTIN @COLLECTION

LENSES: [Grey Gradient](#)

NEW



Colors Coming Soon View all +



FRAME: Grey
LENSES: Grey Gradient

Blue
Blue Gradient

Gunmetal
Gunmetal Gradient

Jet Black
Jet Black Gradient

Add to Wish List

★★★★★ 5.0 | 1 Review

\$125

DETAILS

FRAME / LENSES

SIZE

Model code: RB4165 634811 54-16

"Spec-Tronics" is the perfect design marriage between your favorite wireless headphones and sleek sunglasses brought to you by Ray-Bans featured in the Justin Collection.

AVAILABLE LENSES FOR THIS STYLE

READ MORE

Grey Gradient

Gradient lenses follow the latest style trends in terms of shades and provide a wide range of colors creating exciting and unique looks.

Light conditions: ☀️ 🌧️ 🌙

BENEFITS

Gradient lenses are characterized by a smooth transition from a solid color to a transparent shade of the same color.

- ✓ Estimated Delivery Date **Mon June 18th**
- 📦 Free Overnight Shipping and Free Returns
- 🏃 SHOPRUNNER Free Shipping & Returns - [learn more](#) | [sign in](#)

ADD PRESCRIPTION LENSES

ADD PRESCRIPTION LENSES

1. LENS OPTION > 2. LENS MATERIAL

LENS OPTION

Single Vision Progressive

STANDARD LENSES

For light to moderate prescription powers
Clearer vision, Lens Glare Reduction and Water-repellent

PREMIUM LENSES

Great for all, excellent for moderate to strong prescription powers
Clearer vision, Lens Glare Reduction, Water-repellent and Smudge (oil) Resistant

Don't worry! We will take care of your prescription for you after the check-out.

ADD TO BAG

Sample Website Subpage

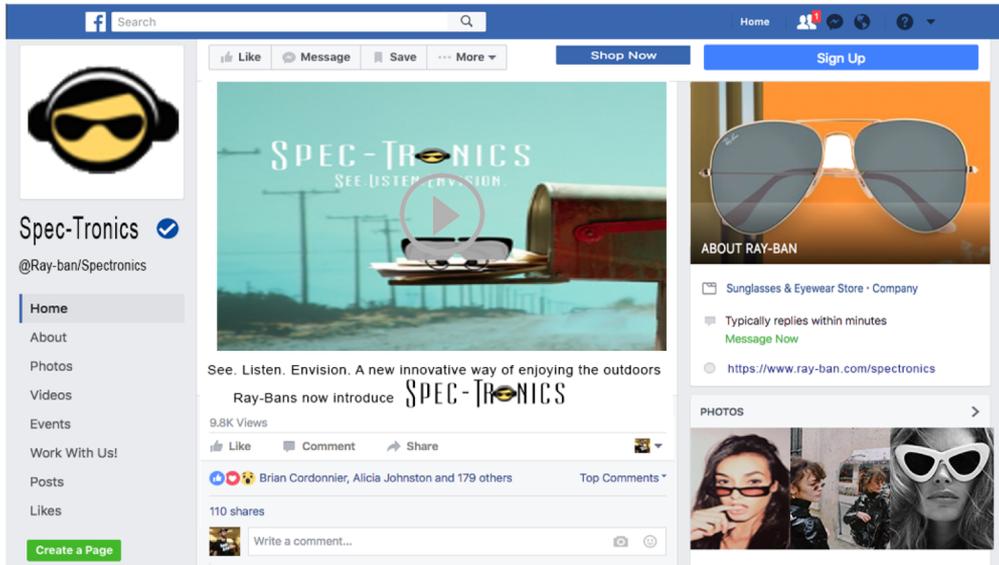


SHOP FOR YOUR RAY-BAN AND GET A SPECIAL PACKAGE

WITH A PURCHASE OF SPEC-TRONICS

Sample Social Media

Homepage:



The screenshot shows the Facebook profile page for Spec-Tronics. The profile picture is a stylized yellow and black logo of a person wearing sunglasses. The page name is "Spec-Tronics" with a verified badge and the handle "@Ray-ban/Spectronics". The navigation menu on the left includes Home, About, Photos, Videos, Events, Work With Us!, Posts, and Likes. The main content area features a video post with a play button icon. The video title is "SPEC-TRONICS SEE LISTEN ENVISION" and the description reads "See. Listen. Envision. A new innovative way of enjoying the outdoors Ray-Bans now introduce SPEC-TRONICS". The post has 9.8K views, 110 shares, and a comment from Brian Cordonnier. To the right of the video is a post about Ray-Ban sunglasses, titled "ABOUT RAY-BAN", with a link to the company website. Below this is a "PHOTOS" section showing three images of people wearing sunglasses.

Cell Phone Banner:



The screenshot shows a mobile phone displaying a Facebook banner for Spec-Tronics. The banner features a young man wearing Ray-Ban sunglasses. The text on the banner reads "SUMMERS ALMOST HERE HURRY!" in large, bold, yellow and white letters. Below the text, it says "25% OFF ANY RAY-BAN PRODUCT" and "WITH A PURCHASE OF SPEC-TRONICS". The dates "JUNE 23-JULY 7, 2018" are displayed at the bottom. The Ray-Ban logo is visible in the bottom right corner of the banner.

<https://www.kirkwidra.com/>

Distribution Strategy

Spec-Tronics chose to partner with Ray-Ban for many reasons such as:

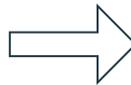
- Leading brand for sunglasses
- Ray-Ban knows their consumers
 - Wants, needs and interests
- Ray-Ban uses smart strategies to brand and promote their products
 - Make connections to their consumers
- Ray-Ban has a strong understanding of the science behind sunglasses
 - Functionality and Durability

Corporate Partnership:

Ray-Ban

=

SPEC-TRONICS



Outdoor Retailer Summer Market is the largest trade show catering to the outdoor market in North America showing the latest trends.

- Connections are made, upcoming brands are launched, gain knowledge on trends, learn more about strategic buying and selling.
- Showcases products from brick-and-mortar, ecommerce retailers to consumers as well as outdoor media; journalists, magazine editors and influencers.

OUTDOOR
RETAILER
SUMMER MARKET

JULY 23-26, 2018
DEMO EXPERIENCE: JULY 22
DENVER, CO



OUTDOOR RETAILER MAGAZINE.

Diversity in the outdoors, lessons learned from training your dog and some wise words from the founder of CGPR in the June issue of Outdoor Retailer Magazine Newsletter.

READ MORE



Public Event

The outdoor sports show has innovative and unique gear for the great outdoors:

- Backpacking
- Camping
- Hiking
- Climbing
- Skiing
- Fishing/Fly Fishing
- Health & Fitness
- Multisport Endurance
- Running
- Skating

Works Cited

- Alhanati, Joao. "Which Income Class Are You?" *Investopedia*, Investopedia, 7 May 2018, www.investopedia.com/financial-edge/0912/which-income-class-are-you.aspx.
- Salary.com. "Browse Average Salary Ranges for Middle Income Level Jobs." *Sheriff/Police Chief Salaries in Colorado Springs, CO by Education, Experience, Location and More - Salary.com*, www1.salary.com/Middle-Income-Salaries-15.html.
- The upper middle class grew to 29.4% of the population in 2014. "America's Upper Middle Class Is Thriving." *CNNMoney*, Cable News Network, money.cnn.com/2016/06/21/news/economy/upper-middle-class/index.html.
- https://outdoorindustry.org/pdf/cpnsuemvue_executive_summary.pdf
- "Zungle Sunglasses Reviews and Ratings." *MADRAS CHRISTIAN COLLEGE - CHENNAI Photos, Images and Wallpapers - MouthShut.com*, Mouthshut.com, www.mouthshut.com/product-reviews/Zungle-Sunglasses-reviews-925872819.
- "ZUNGLE Is Rated 'Bad' with 2.9 / 10 on Trustpilot." *Trustpilot*, www.trustpilot.com/review/www.zungleinc.com.
- http://www.luxottica.com/sites/luxottica.com/files/ray-ban_history_en.pdf
- <https://www.outdoorretailer.com/attend/why-attend/>