

Beats CEO Report

Strategic Insights from Customer Survey

Business Question:

Should Beats keep the current marketing strategy? If so, what key features should it have, what price point, and what consumer segment should it target?

Executive Summary:

Survey analysis across budget tiers, usage contexts, genres, personas, and brand loyalty indicates Beats should refine rather than radically change its strategy. Consumers strongly associate Beats with premium sound quality and brand equity, but gaps around battery life, smart assistant integration, and waterproofing risk eroding loyalty. The winning strategy is to tier products and marketing:

Budget tier (<\$200) emphasize value, durability, warranty;

Mid-tier (\$200–\$600) emphasize features at competitive pricing;

Premium (\$600+) emphasizes brand prestige and smart integrations.

1. Price Feature Fit Analysis

Budget buyers care about warranty and durability;

Mid-tier seek features (multi-room, smart assistant, EQ customization) but remain price sensitive;

Premium buyers pay for brand prestige and smart features.

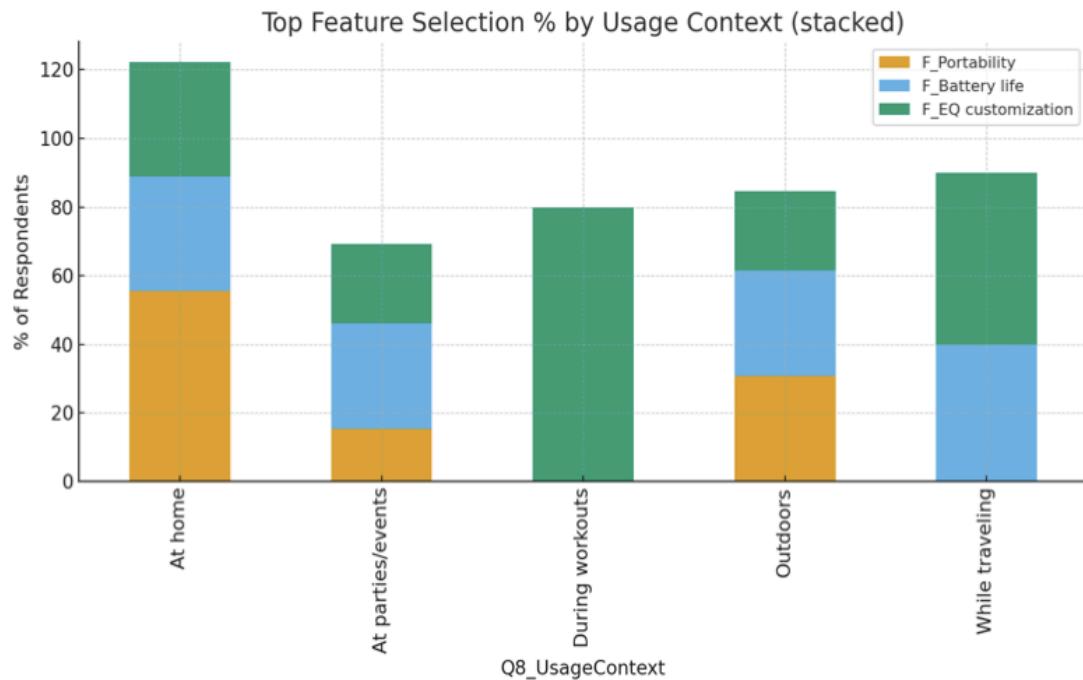


2. Usage Context Feature Alignment

Workouts demand EQ customization and podcasts/classical;

Travelers/Outdoors need waterproofing + portability;

Home/Parties want multi-room pairing and smart assistants.

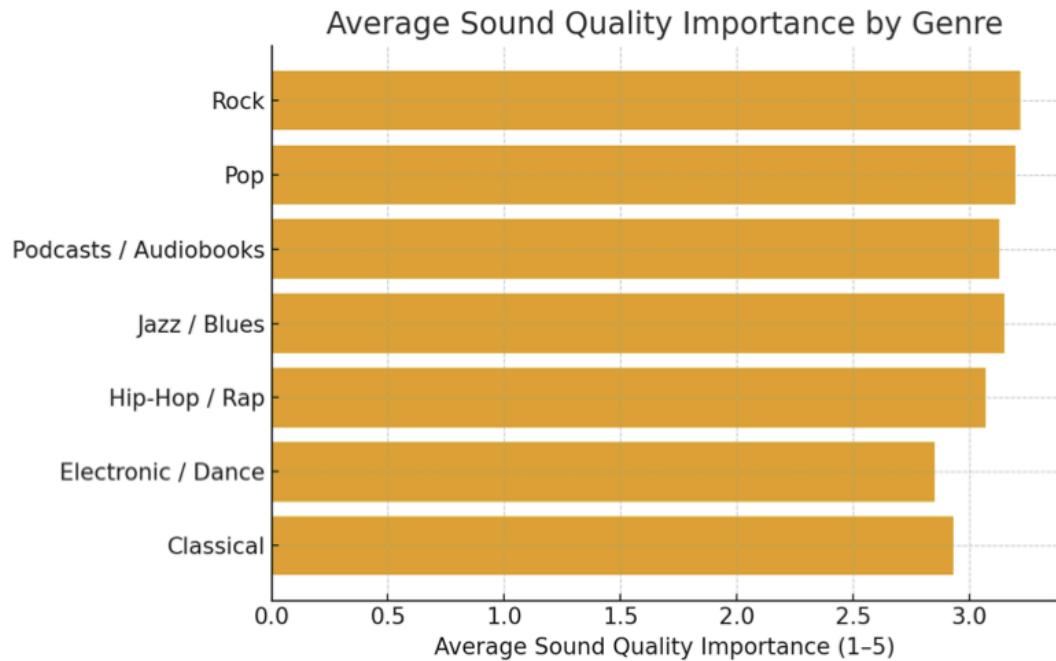


3. Sound Quality Expectations by Genre

Hip-Hop & EDM listeners show highest demand for sound quality (especially bass);

Rock/Jazz value clarity;

Podcasts/Audiobooks care least.



4. Segmentation & Personas

Three personas emerge:

Adventurers (travel/outdoor) → waterproof, smart features, portability;

Home/Social listeners → multi-room, design;

Workout audiophiles → EQ + assistant, battery.

See Excel supplement for detailed cluster profiles.

5. Brand Loyalty vs. Purchase Drivers

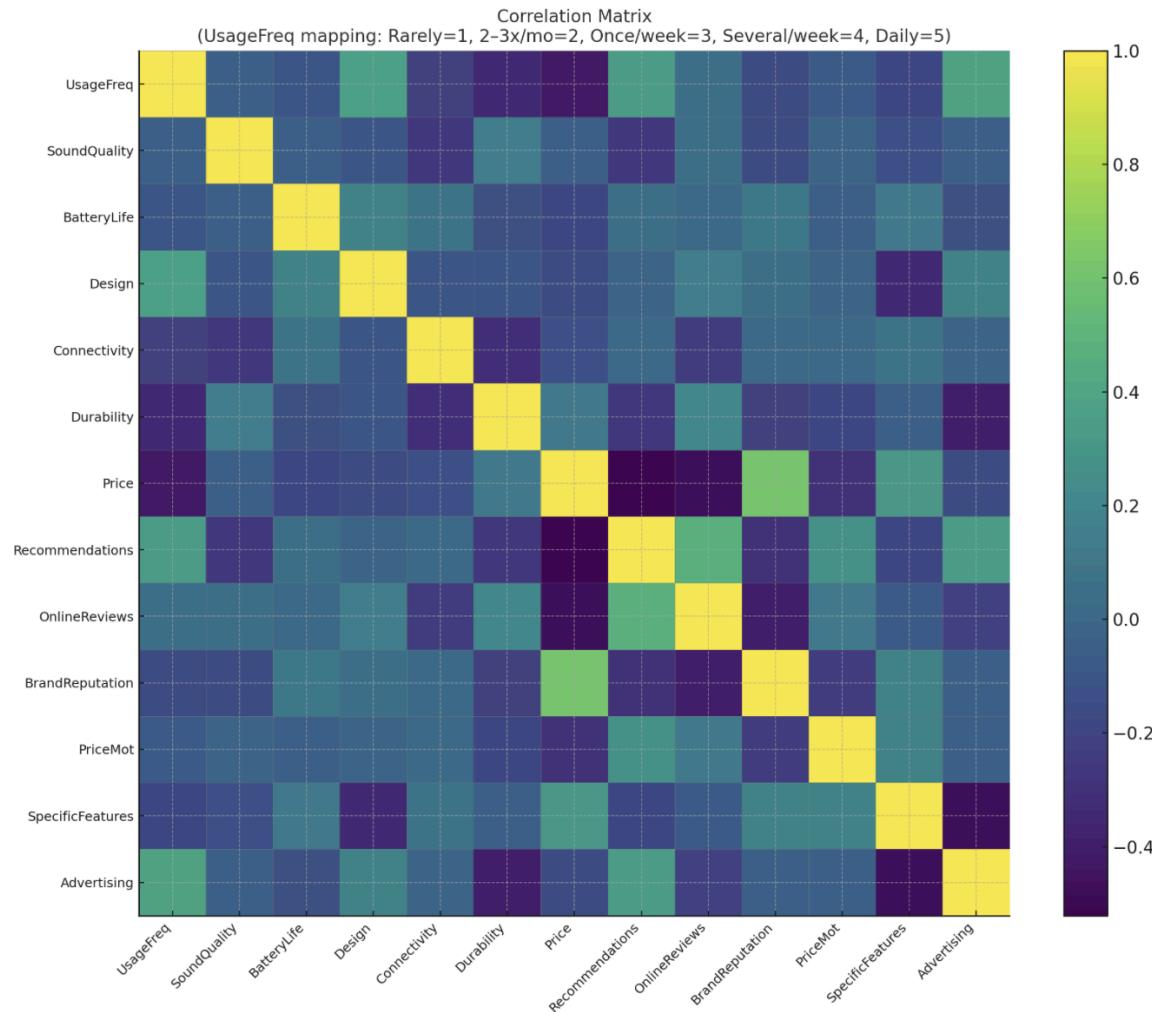
Beats users want longer battery life and smart integrations;

Bose/Sonos highlight waterproofing and battery gaps;

JBL users emphasize price and lighter design; unattached customers consistently demand longer battery life.

6. Correlation Analysis

Correlations highlight how feature preferences and purchase factors cluster together.



Strategic Recommendations

1. Product Development:

- Prioritize battery life and smart assistant integration;
- maintain bass-forward sound; invest in waterproofing/portability.

2. Pricing & Tiering:

- <\$200 = value & durability;
- \$200–\$600 = feature-rich, competitive pricing;
- \$600+ = brand prestige + advanced features.

3. Marketing & Positioning:

- Context-driven campaigns (fitness, travel, social);
- Persona-based messaging (Adventurer, Home, Audiophile);
- reinforce Beats' bass & brand strength while addressing battery/smart gaps.