



Student Name: Viren Manishbhai Kapadiya

Student ID: 2431957

Module Name: Marketing Management

Module Code: LCMB7024

Lecturer's Name: Dr Laila Maazouz

Poster – Marketing Strategy Pitch

Term 1

Paste your poster in this page

MARKETING STRATEGY PITCH “SAMSUNG NEXORA AIR”

Viren Kapadiya

NEW BRAND DEVELOPMENT

- Samsung NexoraAir is a premium, lightweight air-purifying neckband designed for urban commuters, students, and professionals. The product uses
- micro-purification vents, real-time air quality monitoring, and Samsung Health integration to deliver clean air on-the-go. The aim is to extend Samsung's wellness
- ecosystem beyond smartwatches and earbuds, offering a new product category in personal technology + health safety.

ALIGNMENT WITH CUSTOMER TRENDS

- Rising concern about air pollution and respiratory health
- Growing demand for wearable health technology
- Trends toward personalised, portable wellness solutions
- Increased adoption of smart devices that sync across ecosystems
- Samsung Nexora Air responds to these trends by combining air purification, AI-based alerts, and smart connectivity to create an everyday health companion.



MARKETING MIX



1. Product

- Smart air-purifying wearable neckband
- Dual micro-filters + silent fan Samsung
- 18-hour battery life + fast charging

2. Price

- Approx. £35,000 (likely targeting premium segment)

3. Place

- Samsung Experience Stores or pop-up events
- Online through Samsung's website and select retail stores

4. Promotion

- Social media influencer campaigns
- Targeted ads in polluted urban regions
- Launch events via Samsung stores & YouTube



(DOMINICI ET AL., 2000)

SEGMENTATION

Demographic:

18-45 years, students, office workers, daily commuters, travellers (Engelen et al., 2019).

Geographic:

Urban cities with high pollution (London, Delhi, Beijing, Karachi, NYC).

Psychographic:

Health-conscious users, tech adopters, lifestyle-oriented consumers, eco-friendly mindset (Atram, 2023).

Behavioural:

Users seeking convenience, real-time monitoring, premium lifestyle tech; medium to high brand loyalty.



CONCLUSION

The Samsung Nexora Air establishes Samsung as a leader in next-gen health wearables, expanding its wellness ecosystem with innovative air-purification tech.



REFERENCES

- Atram, A.A., 2023. From Athletic Wear to Athleisure Wear: How Companies Have Used a Narrow Function Advantage to Become a Major Brand, a Master's Thesis Case Study on Three Companies: Nike, Lululemon, and Under Armour. North Carolina State University.
- Dominici, G., 2009. From marketing mix to e-marketing mix: a literature overview and classification. International journal of business and management, 4(9), pp.17-24.
- Engelen, L., Bohn-Goldbaum, F., Crane, M., Mackey, M. and Rissel, C., 2019. Longer, more active commute, but still not very active: Five-year physical activity and travel behavior change in a university population. International journal of environmental research and public health, 16(13), p.2420.
- GoI, C.L., 2009. A review of marketing mix: 4Ps or more. International journal of marketing studies, 1(1), pp.2-15.

