



University of Wales Trinity Saint David

Business Management

MARKETING FUNDAMENTALS

Assignment one

“Blogging to communicate: Dyson”

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1. Introduction:

Dyson is leading company in the world of hair tools, hands dryers and vacuums all of which are innovative and trendsetter. The hair wrap tool which dries and styles your hair at the same time has changed the way woman and people in general are expecting this to be in the future. The technology that Dyson is using is innovative and upgraded. The hair what tools driven and powered by air and the hair grabbing attachments.

Up to now we have been taught that putting heat on your hair is damaging, any kind of heat even the sun. Dyson is revolutionary in its own way time and manner. The heat is proven not to be damaging, quite the opposite could help you maintain the healthy looks of your hair. Th secret is in the technology a creation that are developed by Dyson and his engineering team. They are driven to deliver the best of the known and unmown in the market today. The design of the tools is elegant sleek and eye pleasing. Dyson company is not only focus on hair tools, but hand-drier, vacuum cleaners, fans, heathers. In other word anything that is using the air, and they are the best at what they do.

2. Blog 1: Introducing the next generation Dyson Airwrap™ multi-styler

The worldwide best-known hair tool – the Dyson Airwrap has been redesigned to bring you even better experience. This no extreme heating multi-styler has new redesigned tools, only with the switch of a button you can clockwise or anti-clockwise curls, which gives you better experience and quicker, easier change while styling your hair. With this innovative change now, you can use just one barrel through your whole style of the head. This is fully created and customize by the Dysons engineers, who are pioneers in developing the new Dyson airwrap tool by multiplying the Coanda effect. Only to give you the

diversity and comfort to create multiple and different hair styles by using only one hair styler. The Coanda effect is granting no extreme-heat

We have the classic wide tooth-comb attachments for precision in styling curly hairs and more fizz looking ones. The teeth are soft curved tips, with no sharp edges created to give your wild full of character hair a day to relax.

In the addition to which we have the whole new-dual Coanda smoothing dryer. This absolutely come in handy for very finish to create smooth and shiny hair style. The Coanda effect delivers the needed head to take out the frizzy flyaways in the hair, all in while drying, smoothing and glazing your hair, just one single pass.

3. Blog 2: Dyson Demo VR: powerful lab technology drives new virtual store

Our direct-consumer approach is driving us to create and deliver new ways for you, our customer, to experience and first-hand the Dyson products. We believe that having pop-up and demo shops, virtual which gives you immersive experience of trying and experiencing our products.

In our demo shops you can see, touch and try our products including our newest. You fancy a professional blow out for your night out, you can get one while you test the newest airwrap, and getting the most enhanced, glorious and luxurious hair. All the tips and tricks how to get the professional, long-lasting blowout curls in your own home, all the while keeping your hair healthy. Given from the Dyson trained employers, knowing all the technology and statistics behind the process.

Not having a demo shop in your town? Not to worry, we got you covered by launching our virtual VR HEADSET experience. Here you are able to see the technology, prototypes, simulations and drawings of the engineers.

The VR headset simulation will show you and teach you the easiest and most efficient way to get your dream curls. You get to learn what is the reason and creation that keeps your hair healthy, shiny and beautiful. What hair type do you have? Did you know that different hair types need different treatment,

styling and care? We can teach you how to understand, love and care for it the most efficient way.

We, in Dyson, know that and have studied and tried different combinations for every type of hair there is and nailed down the products and tools that are best performing. Our hair tools are created and designed to work best for your hair, using technology that is keeping the controlled healthy heat in check over 40 times a second.

That and much more you can find on our virtual shop at [dyson.co.uk](https://www.dyson.co.uk)

4. Blog 3: Dyson Corrale straightener

As we already know Dyson goal is to create tools for life. We are not only aiming to develop them to be working, good looking and effective, but we are aiming for them to be innovative, protective of your hair, the colour and the type.

Our hair straightener is made with copper plates which gives them the ability to spread the heat and pressure evenly in the process of hairstyling. The copper characteristics gives it flexibility, therefore the “delivers enhanced styling with half the damage to users, to protect against hair breakage” (2) that another product out there.

The composition of the plates in combination with the smart heat control guarantee to deliver the precise temperature. The heat regulating sensor is checking the temperature over 100 times a second giving the accurate chosen setting for your hair type.

You need touch up on the plane before landing, before important meeting or in a night out the Dyson cordless straightener is there with you. “Dyson Corrale™ straightener is powered by a four-cell, lithium-ion battery, which delivers the thermal performance of a corded product – with the cord-free versatility to style anywhere, anytime.”(2) The life of the battery is two hours giving you enough time to do touch ups anytime anywhere. When you are done, just put your Dyson straightener in its heat-resistant case and you are ready for your important moments.

5. Blog 4: Dyson supersonic hairdryer

Our Supersonic hairdryer is working with the Coanda effect inspired and first used in the airwrap. This hairdryer is using the Dyson patent airflow to keep your hair healthy, shine and smooth. This tool has three different attachment available purchase separately: Flyaway attachment, wide-tooth comb and gentle air. All of the three are coming in 4 different colours that you can choose from to match your esthetic.

The newest addition to the family of Dyson and more specifically to the supersonic hair-dryer is the flyaway attachment. We can all agree that even the most beautiful hair style could be ruined from the flyaways and fizziness, and the opposite even the simplest hair could be elevated by the smooth and healthy looks. This attachment is created in such a way that makes your hair” increase smoothness by 75%, increase shine by up to 132%, and decrease frizz and flyaways by up to 61%.” (1)

The Wide tooth-comb could be use in styling straight hair while drying it. The process of drying is four times quicker than regular hair-dryer. This attachment uses the smart air technology to keep your hair safe of the extreme-heath.

The gentle air attachment used in combination with Dyson styling brush could elevate your everyday look or simply dry your hair in preparation of any hair style.

6. Blog 5: Introducing the Dyson extras- cobms, brushes and everything

It was about time that our company has made additional creating to the hair care tools. In our portfolio we are introducing to you the Dyson magic comb and the detangler brush.

The detangler brush is created of special brussels made of Carbone finish. This helps the hair to run smoothly and much easier thru them. It is proven that the use of this brush everyday could help it to be healthier, stronger and help the growth by reducing the breakage of the hair

The comb is made out of carbon fibre with glass finish, that helps you give it that needed run thru in the day.

10. Blog 6: Dyson introduces new limited edition Vinca Blue & Rosé

Dyson has revealed its limited gift season edition of hair tools for this year. The colours are blue and rosé. The tools are – Dyson supersonic hair-dryer; Dyson straightener; Dyson air-wrap. The materials -satin paint top coat is giving porcelain-like texture.

This limited-edition colour combines and bring all hair tools together in one. The colour used, are not exactly the “Christmassy one”, but in Dyson we like to do the things in our way, giving you, our customers the best of the best. Something unique, something new and something blue.

Of course, as we are having our tools in new, special colours, was unthinkable not to introduce our special edition Dyson tools box. The colour is Rosé-champagne, which is slightly lighter and more special than the traditional rose colour. The creating of it was fun, creating and exiting. Creating something so special for you in the most special time of the year.

8. Conclusion – Future

The future of Dyson is set to be trend setter, developing new ways to use the old tools. The real passion of Dyson is to keep your hair healthy, make it look better, shinier, and softer, using their knowledge and researches. Not every tool is for every hair and we know that.

In this date and time, the way shop and look into things has changed drastically, our main priority is our customers and we are doing everything to make them happy and keep them satisfied and surprised with our products. Experiencing first hand our product, getting to learn first-hand every detail and see everything behind the scene how it came to life. Going above and beyond to find new ways to deliver quality and lifetime appliances for your everyday use.

9. References:

1. <https://www.dyson.com/hair-care/hair-dryers/supersonic>

2. <https://www.dyson.com/newsroom/news/product/color-fade-corrall-straightener>

