



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Student Name: Md Sujon Sikder

Student ID: 2503755

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Lecturer's Name: Dr Laila Maazouz

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Context

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Introduction

Aurelia innovations Ltd. is a small start up in the consumer wellness technology industry and we are attempting to surf the digital intelligence and green design wave. They have recently introduced a brand LumaLife due to the growing demands of customers to preventive health, environmentally friendly lifestyles, and lifestyle choices based on personal information. The flagship product will be the HaloBottle which is a smart water bottle with sensors, LED prompts and an app that will monitor your hydration to ensure you remain on top of your daily water consumption.

The demand on such types of devices is rapidly increasing, particularly, as the major trends are currently dedicated to the notions of self-monitoring, overall wellbeing, and greener purchasing. Scientists claim that there is an explosion in the number of people tracking their health-related habits using connected devices (Piwek et al., 2016) and choosing reusable and sustainable goods over new plastic ones (Niinimäki and Kempainen, 2020). It implies that smart hydration technology would be a good fit with the larger trend of digital self-care and reduced plastic waste.

This portfolio critically examines the way that LumaLife was constructed based on the Segmentation, Targeting, Differentiation, and Positioning (STDP) concept, I design a complete 7Ps marketing mix, I write a brief marketing pitch and I give myself a post-reflection assessment of the branding and strategy-building process.

2. STDP Analysis

LumaLife will target the audience of health-conscious, tech-savvy urbanites and segment them by age, interests, and habits. HaloBottle becomes the wellness best friend since it actually stands out with smart hydration technology and a proenvironmental vibe by targeting a niche.

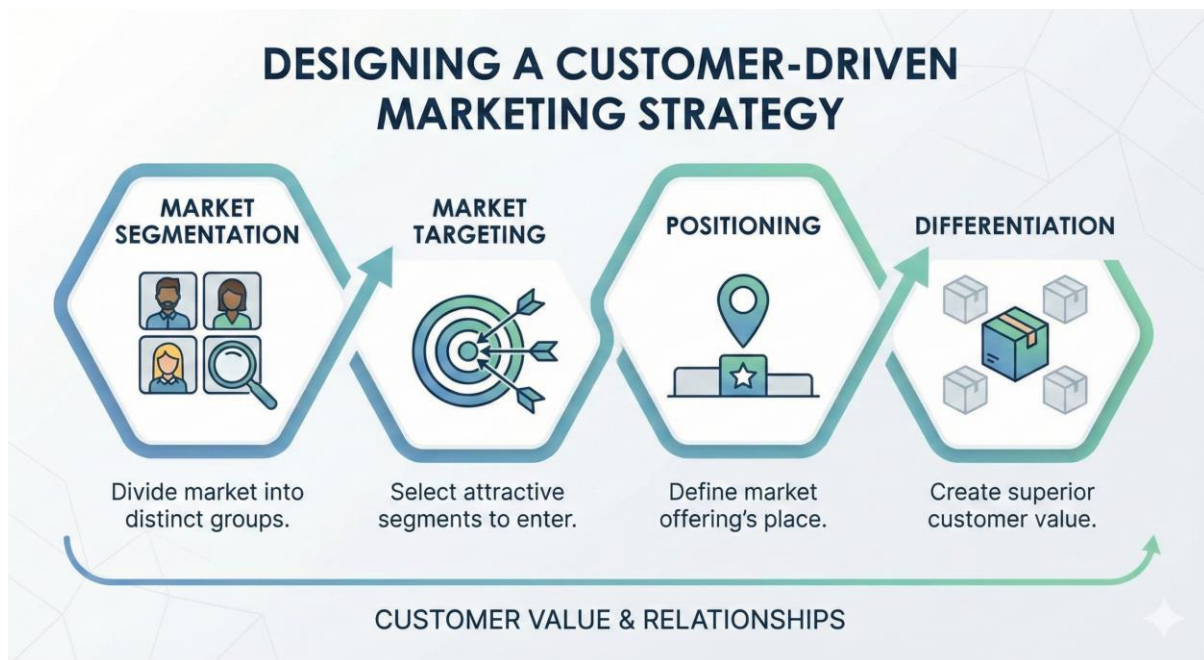


Figure 1: Designing A Customer-Driven Marketing Strategy

2.1 Segmentation

2.1.1 Demographic Segmentation

The primary audience segment of the LumaLife HaloBottle is individuals between the age of 18-45, which is a rather large portion of the population who tend to be interested in tracking their health and using digital applications, as well as visiting reusable products. They tend to be fairly tech-savvy, thus, they do not mind sensor-based hydration monitoring and an app that integrates. The bottle is inclusive of all the people irrespective of gender as being hydrated and feeling good cuts across the board and the design is clean and attractive enough to be universal. An upper- to middle-income segment would be reasonable since the products of such wellness devices tend to attract people ready to spend more money on convenience, environmental friendliness, and understanding of their personal information. Occupations such as students, office employees, healthcare workers, and tech employees can be big time in terms of what the product promises as they are into routines, large workloads, and taking water breaks. The match is enhanced by the fact that any person with a college education or above is likely to know more about sustainability and digital health

monitoring. This is all in accordance with the measurability, accessibility, and actionability criteria by Kotler et al. (2020).

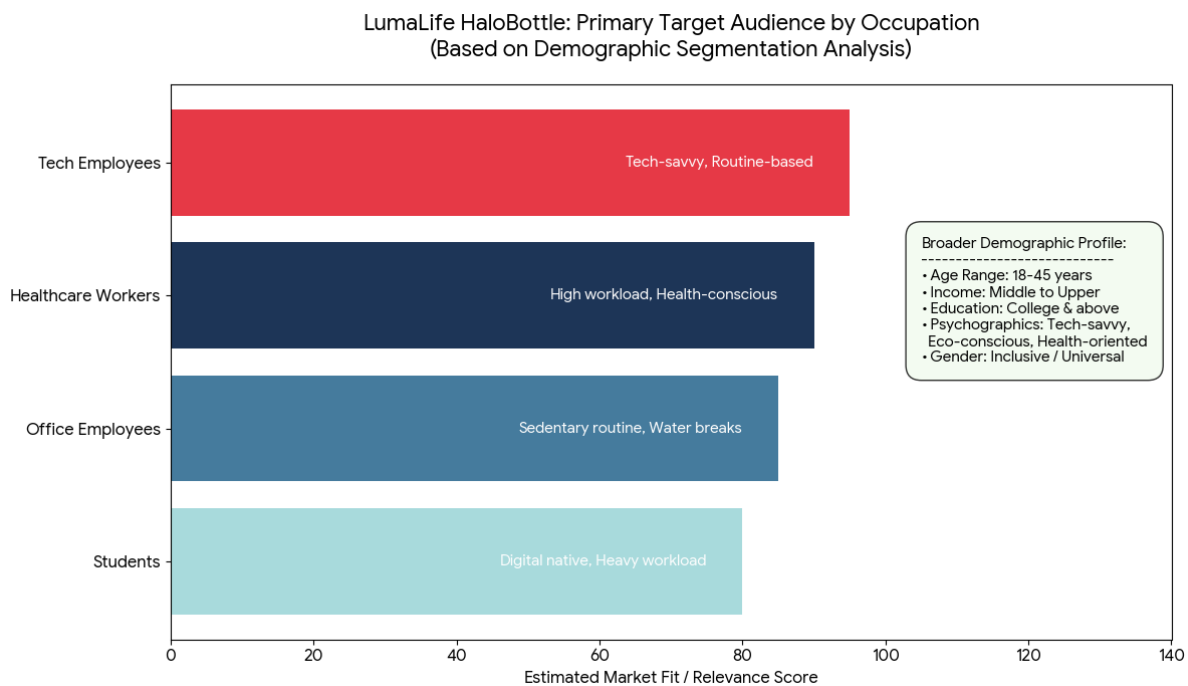


Figure 2: LumaLife HaloBottle: Primary Target Audience by Occupation

2.1.2 Geographic Segmentation

The HaloBottle is best in urban areas and the surrounding suburbs where individuals rush with work, to the gym, and they travel a lot, hence requiring portable health devices. Hot and humid weather also encourages the need to have constant hydration, and, therefore, the bottle is particularly topical in such countries as the UK, USA, Canada, or Europe. These locations are well-endowed in terms of smartphone penetration and well-developed fitness/wellness. Big cities such as London, Toronto, Berlin, New York, give an added impetus as they contain a large number of young professionals, conscious of environment consumers, and tech enthusiasts. Those

geographic characteristics are consistent with the segmentation principles of Hooley et al. (2020).

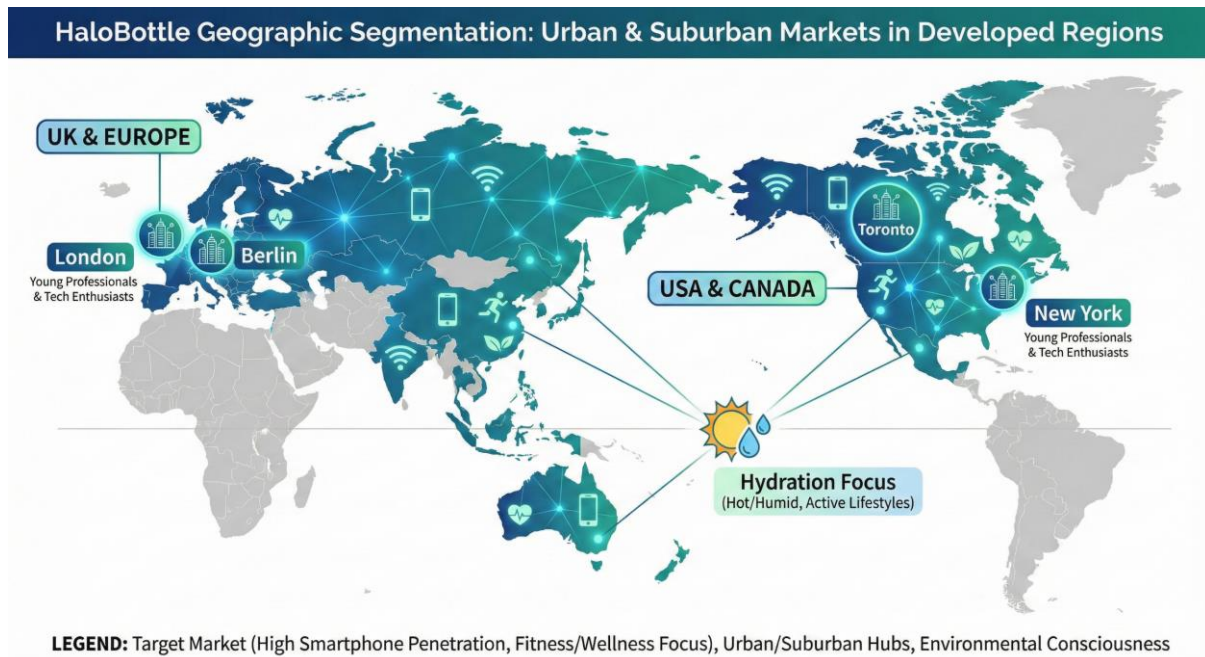


Figure 3: HaloBottle Geographic Segmentation

2.1.3 Psychographic Segmentation: In this type of segmentation, the consumers are divided into groups according to their lifestyles, behaviors and psychological traits such as beliefs, values and perceptions.

Psychographic segmentation involves classifying consumers based on their lifestyles, behaviors, and psychological characteristics like beliefs, values, and perceptions.

Psychographic cuts are important since the HaloBottle is actually aimed at the crowd who cares about health, physical activity, sustainability and technology. Health conscious people that monitor their exercise, diets, or hydration find the characteristics of the bottle fitting. Reusable products that reduce single-use plastics attract those interested in sustainability and are in line with the overall shift that has been emphasized by research (Niinimäki and Kempainen, 2020). The device also appeals to tech-savvy first-mover customers who enjoy trying new devices that spice up their daily lives. These characteristics increase the desire to purchase as well as the duration of use.

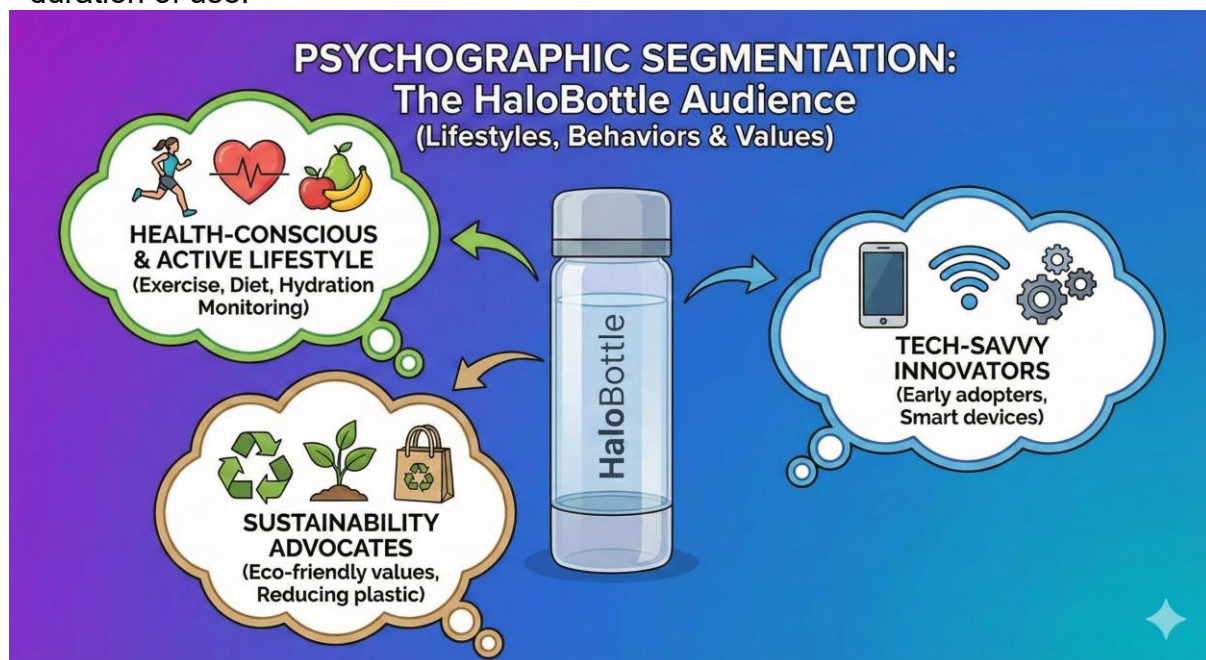


Figure 4: PSYCHOGRAPHIC SEGMENTATION: The HaloBottle Audience

2.1.4 Behavioural Segmentation

There is a behavioural perspective that the bottle would suit consumers who are medium- to heavy-users; they include gym goers, cyclists, runners, commuters, and work people that need to be nudged to keep hydrated. They are pursuing not only functional but also emotional benefits in terms of improved performance, convenience, energy regulation, and well-being. The loyalty is a strong force among the eco-tech enthusiasts providing opportunities to retain them by means of apps integration and exclusive features. Normal use nows, office time, commuting, exercise, outdoor activities and travels, uphold the position of the bottle as an unobtrusively constant aid of wellness. Existing research on self-tracking indicates that an increasing number of

people are starting to integrate digital health devices into their daily routine to trigger behavioral transformation (Lupton, 2016).

2.2 Targeting

2.2.1 Targeting Strategy Options

According to Kotler et al. (2020), there are four targeting approaches, which include undifferentiated, differentiated, concentrated, and microscopic marketing. According to Hooley et al. (2020), the strategy depends on the attractiveness of the segments, a good fit between the company and its strengths, and competitiveness issues. Given that the smart hydration market is a young niche, broad strategies such as undifferentiated or too granular micromarketing do not fit quite so well.

2.2.2 Recommended Target Market

It is best done in a focused manner. The segmentation study suggests an obvious niche: health-conscious, sustainability-driven and tech-interested city residents. These individuals are digital hydration technology prepared and these fit the features of the HaloBottle to the dot. Exploring them allows the brand to develop crisp messages, customize value propositions, and have a defensible position relative to traditional bottle producers who omit the technology component.

2.3 Differentiation

HaloBottle stands out of the pack in a number of aspects, which fits the framework of product and experiential differentiation described by Hooley et al. (2020). To be more tech savvy, its LED halo notifications, sensor-based tracking, and connected mobile app ecosystem provides on-the-go support that the majority of the reusable bottles do not. Sustainability extends to the green feed materials and durable design which increases the emotional and ethical advantage. The bottle is a functional health appliance, yet it is a lifestyle accessory with a sleek minimalist appearance. These combined works provide the answer to the big question: what makes HaloBottle different? And it is not merely about possessing water, but it is dynamically clarifying hydration practices, developing profound distinctions of activity and experience.

2.4 Positioning

2.4.1 Positioning Statement

LumaLife HaloBottle is a smart hydration companion that enhances daily wellbeing by tracking its performance in real time and incorporating sustainable design, all as one connected digital system, that is "health-conscious and technology-driven adults need to be hydrated and healthy, hence the LumaLife HaloBottle is the smart way to live their lives well and stay healthy." The LumaLife HaloBottle is a smart hydration companion that improves daily wellbeing by monitoring its performance in real-time and being designed sustainably, all as one co

2.4.2 Perceptual Map

When the HaloBottle is positioned on the perceptual map that uses tech sophistication and sustainability as axes, it is placed in the high-tech, high-sustainability quadrant. The competitive products such as HydroFlask and Stanley emphasize the environmental facts but do not provide extensive technology, whereas Larq provides UV cleaning but does not support behavioral changes. HaloBottle is positioned in a unique and defensible position due to its technological savvy coupled with environmental compatibility.

3. Marketing Mix (7Ps)



3.1 Product

HaloBottle exudes three types of value that are in alignment with the product model by Kotler. On the fundamental level, the bottle satisfies the most fundamental need of people, which is enhanced health, constant hydration, and performance in life. Hydrating in fact makes our brain work better and makes us physically fine, so the smart tracking makes us remain in good habits.

The physical phone-and-software combination, which makes Halo unique, is the actual bottle. It is tough with no BPA, super smooth and has those nifty LED halo alerts on it and sensors to keep track of how much we drink throughout the day. It integrates with a special application thus allowing us to view our personalized hydration information and receive behavioral tips. This combination of shape, functionality, and connectivity makes it look like a contemporary wellness device that individuals will expect.

Besides that, we have some additional benefits. Onboarding, warranty, support, updating of the apps and even training videos on how to hydrate better are free digital. Those extras reduce the level of riskiness associated with purchasing something new and assist in establishing long-term bond between us and the brand just the way Kotler talked about holistic value.

3.2 Price

We need to consider our prices depending on how expensive it is to produce it and how valuable we are to our clients. As cost-plus, our price will be an approximation of the base cost (sensors, app maintenance, eco materials) as well as a margin. It is easy to compute, but may be shortchanged on the perceived luxury that customers attach to intelligent health products.

A value based price, in its turn, is everything about the advantages the people receive: behavioral support, personal data as well as the entire digital ecosystem. Studies indicate that people will spend more when technology provides them with helpful health data. Given that other bottles in the market are sold at a low price, a premium price helps to inform the people that Halo is a wellness-conscious high-tech product that aligns with user preferences. Value-based pricing is, therefore, the wiser more market-friendly path.

3.3 Place

We are dragging in the multi-channel system by Kotler so that we will have Halo as accessible as possible. Direct-to-consumer site gives us the power to govern the experience, the tale and the information. Besides that, Amazon and other online stores enable us to cater to a larger number of people with developed shipping systems.

Collaborations with fitness centers, athletic retailers and wellness studios will offer real world experience points where we can sample shapes and functionality that suits our fitness objectives. That makes it more authentic and persuades more people to take it. Mixed distribution strategy will imply that we will be able to serve every taste in shopping and increase our coverage.

3.4 Promotion

We are employing IMC to make our message be the same all over. During the awareness stage, we eliminate social media advertisements, influencer relationships, and PR that showcase sustainability and technology at Halo, as Tik Tok, Instagram, and YouTube are our primary locations.

We fall in educational content when we like and believe in it, such as hydration tips, apps reviews, customer testimonials, etc. to gain trust. Early buzz is created through a launch event and email blasts and final buy is motivated by sales promotion such as limited time offers and bundles. Push-notifications enable the app to maintain a chat with us after we have purchased it, which sustains long-term loyalty.

3.5 People

The people who assist us in any way, such as customer reps, social media managers, tech support, etc., have to be friendly, empathetic, and solutions-oriented. The level of their skills will help them to reduce the feeling of risk to explore something new and create the confidence in Halo ecosystem.

3.6 Process

The bits of the process are aimed at ensuring ease of purchase and consumption of the product. Quick delivery fulfilment, good tracking of delivery, and convenient returns keep all people happy. The app is easy to learn by having the onboarding flow, which includes guided setup, goal recommendations, interactive tutorials, etc., allowing us to feel the value of the bottle within several seconds. Brand soundness Clean service processes make the brand look professional and believable.

3.7 Physical Evidence

Every actual clue that defines our perception of Halo is referred to as physical evidence. It is the high-end design that shouts green technology, the texture and appearance of the bottle, and the user-friendly nature of the application. A clean, modern atmosphere of our store displays and site should align with the wellness-tech

position of Halo. Such visual and bodily cues underpin the reason why Halo is worth it and increase **brand trust**.



Figure 5: Total marketing mix of HaloBottle.

New Brand: LumaLife LumaLife HaloBottle



EXISTING COMPANY:
AURELIA INNOVATIONS LTD.

NEW BRAND:
LUMALIFE

PRODUCT DEVELOPMENT



SEGMENTATION

- **Demographic:** Age 18–45, all genders, mid-high income, students/office workers/athletes, college+ education.
- **Geographic:** Urban/suburban regions, UK/USA/Canada/Australia/Europe, warm climates, high-density cities.
- **Psychographic:** Health-conscious, fitness-oriented, sustainability values, organized and goal-driven, interests in fitness/yoga/gadgets.
- **Behavioral:** Medium-heavy usage, benefits like tracking and convenience, loyalty to eco-smart brands, motivation for better routines, occasions like commute/gym/work/travel.

MARKETING MIX



CONCLUSION

- LumaLife HaloBottle combines smart hydration technology, sustainable materials, and ergonomic design to help users stay healthy and eco-conscious.

Targeted at active, tech-savvy individuals, it offers convenience, personalization, and style —making hydration a seamless part of modern life.

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5. Reflection

5.1 Strengths

I had a real eye-opener as I was working on this project and segmentation. I was able to see how the demographics, psychographics, geography and behaviour contribute towards a better understanding of the market. Applying the STDP model to a practical assignment, in a sense, allowed me to literally evaluate what was cool and what segments could work in our brand like we were to do in the Kotler notes on the topic of 2020. I also got to know that innovativeness can save the day, particularly when developing the HaloBottle concept and selecting features that are aligned with the latest wellness and sustainability trend. Assembling the poster and pitch deck was actually a sharpener in terms of the visual communication; these are the things that will be needed to make the point in the digital media that we operate in the sphere of marketing (Smith, 2022).

5.2 Weaknesses

On the other hand, there are several things that struck me. The time constraint prevented me from going deep into the existing research and I was deprived of venturing into other market aspects. The STDP model was also not easy to me initially, particularly when it comes to gliding downwards to a very definite segmentation to a particular group. This is similar to what we have learnt in marketing courses because the learners are usually unable to connect theory with actual targeting choices (Tapp & Spotswood, 2013). In deciding between a differentiated and a concentrated strategy to our smart wellness product, both of them sounded reasonable, and this made me realize that I should become more critical when selecting the most appropriate strategic choice.

Table 1: Reflection vs Existing Brand (Aurelia Innovations Ltd.)

Category	Your Project (HaloBottle STDP & Pitch)	Existing Brand (Aurelia Innovations Ltd.)
Strengths	- Improved understanding of demographic, psychographic, geographic and behavioural segmentation. - Ability to apply STDP to real strategic decisions. - Creativity in designing HaloBottle aligned with wellness & sustainability trends. - Enhanced visual communication skills through poster and pitch creation (Smith, 2022).	- Strong history of creating innovative consumer products. - Focus on technology-driven wellness solutions. - Existing brand reputation supports launches of new tech products. - Established design and production capability.
Weaknesses	- Limited time to explore broader market research. - Initial difficulty using STDP to narrow down target segments. - Challenges selecting between differentiated and concentrated strategies (Tapp & Spotswood, 2013).	- Limited brand visibility in global markets. - Smaller marketing budget compared to major competitors. - Less experience in smart hydration category. - Need stronger digital branding presence.
Implications	- Need improved critical reasoning when choosing strategies. - Opportunity to further develop analytical and writing skills for marketing.	- Must build stronger consumer awareness. - Requires strategic partnerships to support product scaling.

5.3 Action Plan

In order to improve myself going forward, I intend to become more practical with academic articles and attempt to apply analytical models in other case studies. I would also like to engage in my critical writing- particularly the incorporation of theory and practical decision making. Literature informs us that a reflective writing enhances strategic thinking and justifies decisions (Dyche, 2019) and, thus, I will include a regular reflection session into my studying process. Lastly, I will continue to practise short and punchy pitches to gain confidence and fluency since that is essential to effective marketing communication in and out of the campus.

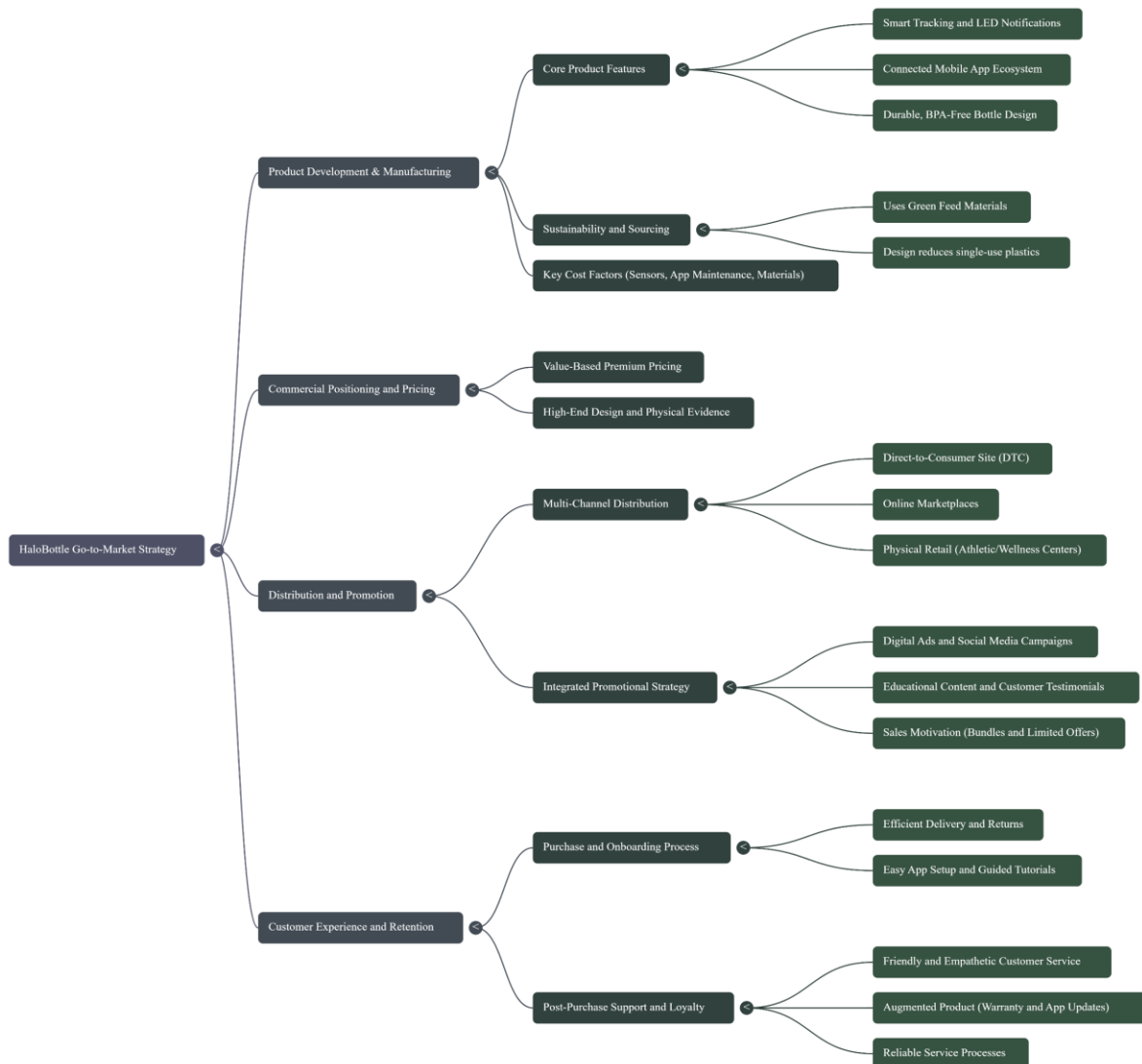


Figure 6: HaloBottle Go-to-Market Strategy Blueprint

Conclusion

The HaloBottle demonstrates strong potential as a value-creating wellness technology by combining smart hydration tracking with sustainable product design. Its development aligns closely with Aurelia Innovations Ltd.'s strategic direction, supporting a shift toward data-enabled, eco-conscious consumer solutions. Through the application of STDP and the 7Ps marketing mix, the product emerges as a well-positioned offering for health-focused, tech-driven urban adults. The integration of digital reminders, behavioural insights, and premium materials enhances differentiation and supports a compelling market proposition. If effectively implemented, the strategy is likely to generate meaningful engagement, strengthen brand credibility, and allow LumaLife to establish a competitive presence in the growing wellness technology market.

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