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Poster – Marketing Strategy Pitch

Term 1



LEAFMOTIONTM

charge,ride,repeat



New brand development: LEAFMOTIONTM

Our competitive edge

- Technology & Performance
- Sustainability
- Quality & Reliability

"A clear competitive positioning is essential for a new brand's success in a crowded market" (Hooley et al., 2020).



LEAFMOTIONTM aligns with today's customer trends by being:

- ✓ Sustainable
- ✓ Technologically smart
- ✓ Stylish and lifestyle-centered
- ✓ Affordable and accessible

Segmentation

The segmentation strategy aligns with contemporary marketing principles, which emphasize understanding specific customer groups (Kotler et al., 2020)

• Demographic

Age: 16-40; **Gender:** All genders

Income: Middle to upper middle

Occupation: Students & delivery riders

• Psychographic

Lifestyle: Fitness oriented, tech savvy, environmentally conscious

Values: Sustainability and health



• Geographic

- Urban and metropolitan areas,
- Europe, Asia mainly Gulf countries

• Behavioral

Benefit sought: Eco-friendly & sustainable travel, cost effective
Brand loyalty: Users who prefer brands with strong environmental & social responsibility

Marketing mix



Place

- Online store
- Selected bike shops
- Global distribution via Patagonia network

Promotion

- Digital marketing & social media campaigns
- Brand storytelling: emphasize patagonia's mission
- events: cycling & environmental fairs

Conclusion

LeafMotion empowers cleaner commuting with electric bikes that reduce pollution and make travel smarter, healthier and affordable. Join the movement.



References

- Hooley, G.J. et al. (2020) Marketing strategy and competitive positioning. Seventh edition. Harlow, England; Pearson.
- Kotler, P., Armstrong, G., Harris, L. and Piercy, N. (2020) Principles of marketing. 8th European edn. Harlow: Pearson

