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Module Name: Marketing Management

Module Code: LCMB7024

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Poster – Marketing Strategy Pitch

Term 1

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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