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Poster - Marketing Strategy Pitch

Term 1

Dyson Pulse

New Brand Introduction

Dyson Pulse

- Dyson Pulse is an AI powered smartwatch that offers accuracy through 98% biometric tracking with 7-day battery life, and personalised health insights.
- The increasing trend of global healthcare IT market with a CAGR rate of 15.7% with approximate value of USD 312.92 billion in 2024 also indicates high attribution of wellness products among customers (Fortune, 2024).

Key Product Features and Technologies

- The use of AI BioSense Engine is also helpful to capture multi sensor fusion delivering 95% real-time stress detection accuracy and 99% sleep-stage recognition.
- The application of Dyson AirFlex Display also helps to resolve screen power with 40% brightness efficiency and HyperCharge Battery

Target Market and Positioning

- The target audience for the Dyson Pulse watches will be customers aged between 18 to 70 years.
- The enhancement in the customer base will help in improving the brand growth of Dyson Pulse Product.

Promotion strategies

- The use of behavioural based algorithm systems also ensure top capture Targeted ads on Instagram, TikTok, and YouTube with projected reaching value of 12 million impressions within the first month.
- Introduction of interactive 3D demo on the website and app for increasing online conversion rate by 28% through real-time feature simulations.

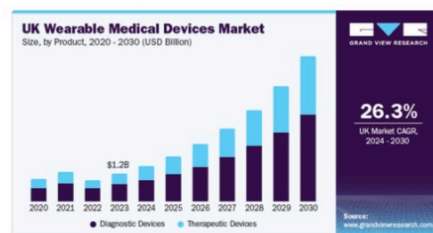


Figure 2: Income of the UK Medical Equipment industry (Source: Grand View Research, 2024)



Figure 1: healthcare IT market
(Source: Fortune, 2024)

Market Growth Potential

- The revenue of the UK medical equipment market has increased to around \$1.23bn in 2023 (Grand View Research, 2024).
- The enhancement in the industrial revenue will help Dyson in improving the demand for Dyson Pulse among the customers.

References

- Fortune (2024). Healthcare IT Market Size, Share, Trends | Growth Report [2032]. [online] Fortunebusinessinsights.com. Available at: <https://www.fortunebusinessinsights.com/healthcare-it-market-109359>.
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