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Poster – Marketing Strategy Pitch

Term 1

VOLTWEAR

POWER YOUR STYLE

Existing Brand: ASOS
New Brand:
VoltWear

Product: Jacket with detachable USB charging port

Product development

- Use recycle materials (button, zipper, fabric, labels, etc)
- Use USB charging port (lightweight, safe and washable once detached)



Target Market Segmentation

Segmentation Type	Details
Demographic	- Age: 20-35 years - Gender: All genders (unisex sizing & styling) - Income: Middle to upper-middle
Geographic	- Region - UK, Europe, USA, Australia. - Area - urban and semi urban cities. - Climate - Mild to cold climates where people worn jacket regularly.
Psychographic	- Lifestyle - Modern, active, tech friendly. - Personality Early adopters, eco-conscious
Behavioral	- Benefits - functionality, sustainability, Modern design. - usage rate - Frequent device users and Jacket wearers - Loyalty - Customers who prefer ASOS and trust online fashion platforms

Marketing Mix (7Ps)



VoltWear Power Your Style

A jacket that never lets you run out of battery, or attitude. Sustainable. Technical. Effortlessly cool.
From London to Tokyo, the world stays charged.
VoltWear. The future is on.