



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

Student Name: Viren Manishbhai Kapadiya

Student ID: 2431957

Module: Master of Business Administration

Module code: LCMB7024

Selected Company: Samsung Nexora

Lecturer: Dr. Laila Maazouz

Assessment component 2 : Portfolio - Marketing Strategy

## Table of Contents

### Element 1: Segmentation, Targeting, Differentiation and Positioning (STDP Analysis).2

#### Segmentation:2

##### Demographic Segmentation:2

##### Geographic Segmentation2

##### Psychographic Segmentation:3

##### Behavioral Segmentation3

#### Targeting3

##### Primary Target Audience3

##### Secondary Target Audience:4

#### Positioning4

##### Positioning Statement:4

### Element 2: Marketing Mix (4Ps)4

#### Product4

#### Price5

#### Place6

#### Promotion6

### Element 3: Poster7

### Element 4: Reflection8

#### Developing a New Brand Concept: Experience8

#### Preparation and Delivery of the Marketing Strategy Pitch: Experience:8

#### Areas for Improvement:9

#### Conclusion:9

### Reference list10

## 1 Element 1: Segmentation, Targeting, Differentiation and Positioning (STDP Analysis).

- Company Chosen: Samsung Electronics
- Proposed Brand Concept: Samsung Nexora Air, an intelligent, wearable, air-cooling neckband.

### 1.1 Segmentation:

#### 1.1.1 Demographic Segmentation:

Samsung Nexora Air focuses on a very vibrant and diverse group of people like students, young workers and commuters. This is a very active age group in terms of technology as well as becoming health conscious. Wearable tech is a phenomenon that is especially sensitive to younger generations, and the latter have made it a part of their everyday life (Gulati et al., 2024). The 18-45 age bracket is usually techno-friendly and would want to find new opportunities in bettering their lives including personal health and wellness technology. In addition, these consumers also appreciate the style and functionality and Nexora Air has this in its smooth minimalistic design.

The main target group includes students, office employees, individuals who commute to work and travelers. These groups also tend to spend a long time in urban areas having different degree of pollution, and due to this they are susceptible to the air quality issues. It is also true that students and professionals will be more willing to embrace innovative wellness products that can bring increased convenience and become part of their daily lives (Kang and Exworthy, 2022).

#### 1.1.2 Geographic Segmentation

The product targets a particular consumer population residing in metropolitan regions that have high pollution rates including London, Delhi, Beijing, Karachi, and New York City. The quality of air in these cities is poor and this is hazardous to the health of individuals who spend their time outside or those who travel to work every day. By focusing in such places, Samsung would be in a position to serve an increasing consumer market which is concerned with their exposure to pollution.

The population of the world is gradually becoming urbanized, and the number of people who are moving to cities is bound to increase, as well as the level of air pollution

(Das et al., 2024). Samsung Nexora Air can take advantage of this emerging element of urbanization in the world by establishing itself as a viable solution to consumers in the urban world who have to deal with pollution issues on a daily basis.

### 1.1.3 Psychographic Segmentation:

Environmental issues are increasing, and people have become more aware of their health and well-being, particularly the quality of the air. It is expected that health-conscious consumers, especially those who engage in fitness or wellness practice, will be more interested in the products explaining their physical well-being. Target consumers find Samsung Nexora Air appealing because it offers a new opportunity to support respiratory health and overall well-being. Due to environmental concerns, the market of eco-oriented and sustainability-oriented products is developed (Cam, 2023). It is also likely that consumers focusing on lowering their environmental impact will value the dual aspect of Nexora Air that enhances better health by preventing air pollution, as well as making Samsung a brand that understands consumer health and the planet.

### 1.1.4 Behavioral Segmentation

As a consumer group, the convenience-seeking consumer has progressively grown with the unforeseen aim of facilitating their experiences through the use of products and services that are convenient. Customers in this group have a hectic schedule and require products that make their lives easier and more comfortable. Samsung Nexora Air is an easy on-the-go solution to air quality issues, and it offers real-time air purification without putting much effort on the user. The small size and the long battery life (18 hours) are attractive to those people who need convenience in their day-to-day products.



Figure 1: STP (GeeksforGeeks, 2023)

## 1.2 Targeting

### 1.2.1 Primary Target Audience

The main target population would be young professionals and students residing in cities where the pollution level is high. Such people tend to be more conscious about the air quality and are actively pursuing the solution to the problem to recover their health. Business people who have to spend most of their time in highly polluted areas will appreciate a wearable air-purification device, which goes hand in hand with other Samsung products they use regularly. The group appreciates convenience, technology and health solutions.

### 1.2.2 Secondary Target Audience:

The advanced technology that the Nexora Air is equipped with will be of great value to fitness enthusiasts, athletes, and health-conscious people. Its health information provided in the Samsung health, coupled with their in-time monitoring of air quality makes it a worthy inclusion in their wellness program. This second group consists of people who are interested in having a healthy lifestyle and who will view the product as a necessity as a wellness tool.



Figure 2 Targeting (Das et al., 2024).

## 1.3 Positioning

### 1.3.1 Positioning Statement:

Samsung Nexora Air is the high-end wearable air-purifier that adds efficiency to daily commuting by incorporating the sleek design with the state-of-the-art air quality sensors and Smartness that allows users to breathe high-quality air wherever they go. This positioning reflects the two-fold value of the product which is improving the

health of the users, by not exposing them to environmental pollution and providing a single solution that will match their lifestyle demands. Focusing on the technological proficiency and dedication to wellness of Samsung, the product is framed as a necessary technological device among healthy people in the polluted city areas.



Figure 3 Brand Positioning (Cam, 2023).

## 2 Element 2: Marketing Mix (4Ps)

### 2.1 Product

Nexora Air incorporates two micro-filters and a noiseless fan as it filters and clean air in the surroundings of the wearer. This system greatly lessens pollutants, allergens, and other harmful particles in the air and it offers clean air to the users of the system. The feature is perfect in the polluted urban areas where air quality is an emerging issue amongst people. The gadget is compatible with Samsung Health, which provides on-the-fly air quality and health data. It also monitors the exposure of the user to pollutants and give actionable advice to enhance general wellness. Such integration adds value to the product making it a complete health companion to be used every day. The product is also planned in a minimalist, modern style in order to attract style minded consumers. It is lightweight, ergonomic, and comes in smooth black, white, and silver colors, making it comfortable to use over a long time (18-hour long battery life with fast charging). The design is small and can be worn by individuals who have their hectic schedule and are in need of a small and portable solution.

The wearable air purifier boasts of an incredible 18-hour battery capacity with a single charge. It also has rapid charging features and this makes it such that users will be able to recharge fast and proceed with using it all through the day. This feature plays a vital role in consumers with busy schedules because they require products with high performance without having to charge them every time. The device also has AI-based

notifications that inform the wearer when the air quality in their surroundings is unfavorable so that they can take the required measures. This smart system will provide a smooth experience to the user by providing instant warnings, which will enable them to make the right judgments about what is happening around them.



Figure 4:Marketing Mix (4Ps)(Chakrabarty, 2023)

## 2.2 Price

Samsung Nexora Air is a premium product in the wearable health tech market, which is why its pricing strategy is consistent with its positioning. Pricing of the product will be on higher grounds than the conventional wearables, considering that it has advanced features as well as the health benefits it will provide. The combination of state-of-the-art technology, design, and the health benefits will be the reason behind the justification of the price point. The prices will be so organized:

Nexora Air will be marketed as a high quality product that costs more than the usual wearables or portable air purifiers. Real-time air quality monitoring, AI-based health insights, and integration with Samsung Health, to name several of the many advanced features of the product, are a great value addition (Gordon, 2024). The premium will be associated with the technological advancement and high performance of the product. Samsung will be able to think about the various models or configurations of the product at different prices. As an example, one can have a simple model with the bare minimum features of air purification and the superior model with added features like long battery life, improved AI notifications, or luxurious design finishes. This price stratification model would enable Samsung to reach more audience but remain in the high end positioning of the brand.

The prices will be charged according to the value of the product as perceived by health benefits offered by the product. Since customers are getting more conscious about the significance of air quality and health, they might agree to spend a considerable sum of money on the product that promotes their health and offers a unique opportunity to address the issue of daily exposure to pollution (Relvas, Lopes and Armengol, 2025). This will attract health conscious consumers who are ready to spend more money on additional health insurance and technology.

## 2.3 Place

Nexora Air will be sold on the official Samsung site and will be based on the direct-to-consumer sales model. It enables the company to manage the brand experience, connect with the consumers directly and offer personalized offers. Also, product awareness will be achieved through Samsung's current online footprint in the health and tech sectors. Also, as an online medium, the online shoppers who are technologically inclined and accustomed to shopping on the internet, like Amazon and other online shopping sites, will play a key role in accessing the techno-savvy market. Product reviews, consumer feedback and wider market access to international markets are also the added benefits of these platforms.

Hotels of Samsung retail outlets and some third party retailers will be offered Nexora Air, especially in densely populated urban centres. Store demonstrations and test experiences will be necessary to inform the consumers about the unique features of the product. Samsung outlets also allow the company to cross-sell other products of its health tech ecosystem. In order to release the product and generate buzz, the Samsung company can organize pop-up stores in major cities where pollution is high or where the population consists of health-conscious individuals. These pop-up stores might be used as an experience centre where the consumers are able to discover the product, try it and experience the brand.

## 2.4 Promotion

The marketing approach of Samsung Nexora Air will involve the creation of brand awareness, consumer education on the health benefits of the product, and motivate the target consumers. The main promotional programs will involve:

Samsung will partner with health and wellness influencers, fitness trainers, and environmental activists to market Nexora Air. Instagram, YouTube and Tik Tok are the best social media platforms to reach the younger generation who depend on influencers to recommend products. These campaigns will demonstrate the ability of the product to purify the air, the fact that it can be easily connected to Samsung Health, and how it helps to preserve respiratory health. In order to gain maximum awareness in the polluted



cities, Samsung will conduct targeted advertisements in such sites as Google, Facebook, and Instagram. These advertisements will target the suffering aspect of air pollution and the significance of healthy choice, and will push the value of Nexora Air as a smart wearable gadget.

### 3 Element 3: Poster

# MARKETING STRATEGY PITCH “SAMSUNG NEXORA AIR”

Viren Kapadiya

## NEW BRAND DEVELOPMENT

- Samsung NexoraAir is a premium, lightweight air-purifying neckband designed for urban commuters, students, and professionals. The product uses
- micro-purification vents, real-time air quality monitoring, and Samsung Health integration to deliver clean air on-the-go. The aim is to extend Samsung's wellness
- ecosystem beyond smartwatches and earbuds, offering a new product category in personal technology + health safety.

## ALIGNMENT WITH CUSTOMER TRENDS

- Rising concern about air pollution and respiratory health
- Growing demand for wearable health technology
- Trends toward personalised, portable wellness solutions
- Increased adoption of smart devices that sync across ecosystems
- Samsung Nexora Air responds to these trends by combining air purification, AI-based alerts, and smart connectivity to create an everyday health companion.

## MARKETING MIX

### 1. Product

- Smart air-purifying wearable neckband
- Dual micro-filters + silent fan Samsung
- 18-hour battery life + fast charging

### 2. Price

- Approx. £350 (likely targeting premium segment)

### 3. Place

- Samsung Experience Stores or pop-up
- events Online through Samsung's website and select retail stores

### 4. Promotion.

- Social media influencer campaigns
- Targeted ads in polluted urban regions
- Launch events via Samsung stores & YouTube



(DOMINICI ET AL., 2000)

## SEGMENTATION

### Demographic:

18–45 years, students, office workers, daily commuters, travellers (Engelen et al., 2019).

### Geographic:

Urban cities with high pollution (London, Delhi, Beijing, Karachi, NYC).

### Psychographic:

Health-conscious users, tech adopters, lifestyle-oriented consumers, eco-friendly mindset (Atram, 2023).

### Behavioural:

Users seeking convenience, real-time monitoring, premium lifestyle tech; medium to high brand loyalty.



## CONCLUSION

The Samsung Nexora Air establishes Samsung as a leader in next-gen health wearables, expanding its wellness ecosystem with innovative air-purification tech.



## REFERENCES

- Atram, A.A., 2023. From Athletic Wear to Athleisure Wear: How Companies Have Used a Narrow Function Advantage to Become a Major Brand, a Master's Thesis Case Study on Three Companies: Nike, Lululemon, and Under Armour. North Carolina State University.
- Dominici, G., 2009. From marketing mix to e-marketing mix: a literature overview and classification. International journal of business and management, 4(9), pp.17-24.
- Engelen, L., Bohn-Goldbaum, E., Crane, M., Mackey, M. and Rissel, C., 2019. Longer, more active commute, but still not very active: Five-year physical activity and travel behavior change in a university population. International journal of environmental research and public health, 16(13), p.2420.
- Goi, C.L., 2009. A review of marketing mix: 4Ps or more. International journal of marketing studies, 1(1), pp.2-15.



## 4.1 Developing a New Brand Concept: Experience

The path started with the realization of the new consumer need in the demand of wearable health technology, particularly in the cities that are highly polluted. This necessitated the need to conduct research to determine the market trends, consumer behaviors and technological advances, which informed the vision of Nexora Air. One of the biggest problems was that the new brand should fit in the current Samsung ecosystem of wellness, and at the same time fill the unmet demands of health-conscious, tech-savvy individuals. The most important insight gained during the product's conceptualization was that style and function should be combined, as customers in the target group would appreciate both beauty and functionality. Combining air cleaning with intelligent technology (Samsung Health), the brand was going to deliver not only an item, but an entire health ally.

The marketing plan offered a great educational experience in online marketing, as I was able to learn about the application of influencer marketing and target advertising. The idea of influencers and fitness brands alliances appeared to be the most appropriate way to target the health-conscious segment of the audience, and social media campaigns would also serve to inform consumers about the human implications of low air quality and the advantages that the product would have on them. The concept of establishing a so-called Breathe Smart campaign to emphasize these health advantages demonstrated the strength of storytelling when it comes to establishing an emotional bond with the potential customers.

## 4.2 Preparation and Delivery of the Marketing Strategy Pitch:

### Experience:

The best part about this process was preparation and presentation of the pitch in marketing strategy. Summarizing the brand concept in a powerful 3-5 minute presentation made me concentrate on the most effective aspects of the strategy. It had to strike a fine balance of demonstrating the technological aspects of the product but also to position it as a lifestyle product that appeals to the values of consumers.

Some of the most important acquired skills and insights include:

- Strategic Thinking: This was because when creating a new brand concept, I had to think strategically, especially in terms of positioning a product in a competitive market taking into consideration the emerging consumer needs.
- Consumer-Centric Approach: The attitude to consumer behavior was critical in designing the appropriate messaging and making the product acceptable to the

target segments. The deeper I delved into the research the more I could see the importance of addressing practical and emotional needs.

- **Marketing Integration:** I was able to understand the importance of integrating all the elements of the marketing mix to provide support to the overall product strategy. Pricing, promotion, and place have to work in harmony with each other to support the value proposition of the product.

### 4.3 Areas for Improvement:

In case of an improvement, I would explore the competitive analysis further to learn how similar products in the market are positioned. Although I also added some differentiation to the product design and features, further investigation into the competitive advantages and weaknesses could provide a better understanding of potential market penetration opportunities.

### 4.4 Conclusion:

All in all, this project provided the strength of the holistic attitude to brand development. The idea behind Samsung Nexora Air was not just a product, but a health companion that is a part of the life of consumers. The project helped me to sharpen my research skills on what the market needs, build a clear brand concept and articulate a consistent strategy.

## 5 Reference list

- Cam, L.N.T. (2023). A Rising Trend in eco-friendly products: a health-conscious Approach to Green Buying. *Heliyon*, 9(9). doi:<https://doi.org/10.1016/j.heliyon.2023.e19845>.
- Chakrabarty, A. (2023). Marketing Mix: Discover The 4 Ps Of Marketing & Their Uses (With Example). [online] unstop.com. Available at: <https://unstop.com/blog/marketing-mix-the-4ps-and-7ps>.
- Das, S., Choudhury, M.R., Chatterjee, B., Das, P., Bagri, S., Paul, D., Bera, M. and Dutta, S. (2024). Unraveling the urban climate crisis: Exploring the nexus of urbanization, climate change, and their impacts on the environment and human well-being – A global perspective. *AIMS Public Health*, 11(3), pp.963–1001. doi:<https://doi.org/10.3934/publichealth.2024050>.
- Gordon, D. (2024). Take your health tracking to the next level with AI-powered wearables - Samsung Business Insights. [online] Samsung Business Insights. Available at: <https://insights.samsung.com/2024/07/17/take-your-health-tracking-to-the-next-level-with-ai-powered-wearables/>.
- GeeksforGeeks (2023). STP Marketing Segmentation, Targeting, and Positioning. [online] GeeksforGeeks. Available at: <https://www.geeksforgeeks.org/marketing/stp-segmentation-targeting-and-positioning/>.
- Gulati, A.K., Lobo, R.E., Nihala N, Bhat, V., Bora, N., Vaishali K and Sinha, M.K. (2024). Young Adults Journey with Digital Fitness Tools-A Qualitative Study on Use of Fitness Tracking Device. *F1000Research*, [online] 13, pp.1296–1296. doi:<https://doi.org/10.12688/f1000research.158037.1>.
- Kang, H.S. and Exworthy, M. (2022). Wearing the Future—Wearables to Empower Users to Take Greater Responsibility for Their Health and Care: Scoping Review. *JMIR mHealth and uHealth*, [online] 10(7). doi:<https://doi.org/10.2196/35684>.
- Relvas, H., Lopes, D. and Armengol, J.M. (2025). Empowering communities: Advancements in air quality monitoring and citizen engagement. *Urban Climate*, 60, p.102344. doi:<https://doi.org/10.1016/j.uclim.2025.102344>.