



# Marketing Plan Project Part 1

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# Market Analysis

## Situation Analysis

According to the student survey, 42% of Smartphone consumers spend on average two to four hours, 23% spends four to six hours, and 14% spend more than six hours daily on their smartphones daily (Filter for Smartphones Survey, n.d.). Smartphone consumers spend a good amount of time on their smartphones daily. Staring at your phone for too long can cause eye discomfort, headaches, itchy eyes, dry or watering eyes, burning sensations, changes in color perception, blurred vision, and difficulty focusing (Garbutt, n.d.). This report focuses on finding a solution to dismiss this problem. OtterVision's collaboration with team OtterBox would like to offer smartphone users a screen protector that will not only protect their phones from scratches, dust, or debris but it will also protect your eyes from the harsh brightness. OtterVision, which is the name of the screen protector with a filter, will reduce eye discomforts for smartphone consumers.

Gunnar Glasses is the most notable product in the marketplace compared to OtterVision. Gunnar glasses protect consumer's vision from digital eye strains, this new technology is the only one in the market that protect eyes and improve comfort and focus (Gunnar, n.d.). Window Armor just recently launched their new glass screen protectors in January 2014. These screen protectors sold out within 2 days of being released through the Amazon marketplace. There are four layers composed into this glass screen protector. Its purpose is to protect the phone from scrapes and scratches (Popular iPhone, 2014). Also, NuShield recently released their anti-glare film product for smartphones. "NuShield AG films offer improved scratch resistance, lower haze and improved Newton ring protection over other products. The antiglare coating will minimize surface glare and reduce the appearance of reflected images in an office/industrial environment. NuShield AG will also enhance viewing angle and minimize the appearance of fingerprints." (NuShield AG—Antiglare film technology, n.d.)

## Market Summary

OtterBox is making a product that is different from other screen protectors that currently exist in the market. OtterVision is a unique product that will benefit smartphone users in many ways. OtterBox has developed a screen protector that will help consumers protect their

smartphones from scratches, dust, and glares. In addition, it will help protect their eyes from the harsh brightness reflecting from their smartphones. OtterVision offers a screen protector that can be included with a case. It will protect smartphones from scratches, cracks, water damage, and complete phone damage, while also letting the smartphone user continue to use their phone while protecting their eyesight.

NuShield is on the market for screen protectors. Their cost ranges from \$12.35 to \$14.99 plus tax when ordering, and an additional \$1.99 for klear screen wipes (Order Now, n.d.). Gunnar glasses Price are very expensive; their cost ranges from \$70 to \$150 (Gunnar Prices, n.d.). OtterBox cases range from \$50 to over \$100 (OtterBox, n.d.). OtterBox are supplying smartphone consumers with an OtterBox phone case and a screen protector when they make their purchase. The normal OtterBox's screen protector cost \$20 so, OtterVision's screen protector should costs \$25, and in case, the consumer want the product as a smartphone case, there will be an additional \$40 for the case; therefore, potential customers will be spending a total of \$65 when purchasing a case with an OtterVision screen protector. Consumers will be saving money buying this product rather than buying two items separately from any other company. Not only are we concerned with the condition of the consumers' smartphones, but OtterVision helps users in the long run with their eyesight. OtterVision's target market is citizens in the United State and in Canada because Otterbox has the #1 selling rates on cases and distribution for smartphones in this region (OtterBox, n.d.). This market brings out new opportunities for competition as well as innovation for products in the future.

## Geographics

OtterVision will bring out a geographic segmentation to the consumer market. OtterBox is known as, "the #1 selling cases for smartphones in the U.S. and Canada" (OtterBox, n.d.) Majority of the consumers have been segmented in the United States or in Canada to buy products from this company. OtterBox is located in Fort Collins, Colorado which was ranked #1 for one of the greatest cities in 2006 and #2 in Money Magazines' "Best Places to Live" list in 2008 (OtterBox, n.d.). The population size in Fort Collins, Colorado is 137,177 and has an average growth rate of 3% each year (About Fort Collins, n.d.). This description divides up the consumer market into a small segment due to the population size of Fort Collins. OtterVision's target market could expand to countries in Cork, Ireland, European market and Dubai because Otterbox has regional offices in these locations, but OtterBox wants to make sure that

OtterVision is successful in its largest market which is United States and Canada (Joyner, n.d.).

## **Demographics**

The OtterVision screen protectors and cases will create a demographic segmentation to the consumer market. The prices of these products will range as low as \$20 to \$100 (OtterBox, n.d.). This will segment the market for people that have incomes from under \$20,000 to over \$250,000 (Segmentation Variables, n.d.). OtterBox has a respected reputation, and people are willing to spend high amounts of money to buy their products. The prices of these items are reasonable and are easy to obtain over the internet. The two markets that can also be attracted to these products are education and occupation. Education stands out because it is segmented to adults receiving degrees in college or in the business environment. According to a student survey answered by 41 people, 56.10% of them were between the ages of 21 to 29. This result explains that people in these ranges are more interested in the new product entering the market (Filter for Smartphones Survey, n.d.). Occupation applies within people that work for high income jobs to ones that are already retired. Both of these segments have interested buyers for these products to use in schools, jobs, or even personal use. OtterVision is essential to OtterBox's success.

## **Psychographic Factors**

These new products will establish psychographic factors for the consumer market. This market will be segmented into three different characteristics and they are: social class, lifestyle, and personality. These concepts will be major functions to determine what types of consumers will buy these products. OtterVision will attract people that range from lower to upper class because the product's prices are low and others are high. Lifestyle plays a role to this market because people want to have products that make them look unique or special compared to other people that have similar products. Buying an OtterVision product will achieve that goal for the consumer and will attract more clients because they are trying to better their lives by ordering these new items on the market. A personality trait also applies to OtterVision because the consumer wants to buy products that they can relate too. These products bring out new style and a bold personality about the consumer and these traits are essential for OtterBox's success (Kotler & Armstrong, 2014.)

## Behavioral Factors

OtterVision will bring out a behavioral factor to the market. Otterbox has built great relationships with its customers who led to benefits, loyalty, and positive attitudes about their products (Kotler & Armstrong, 2014). The user rate for these items range from light to heavy, but once they become heavy; this leads to more benefits for the consumer and loyalty to the brand. The more loyal consumers OtterBox have the higher readiness to buy these products because they know that OtterBox is a reliable brand to buy from. These types of consumers are a small part of the segmented market, but they are getting larger due to the consumers awareness about these products, advertisement from OtterBox, and more positive reviews about both parties that are involved with OtterBox's success (OtterBox, n.d.).

## Market Needs

The problem detected in the marketplace is that the more an individual spends looking at the screen of their smartphone for all the different activities; it can become harmful for their eyesight. The blue light and the glare that comes from the digital screens are causing dry eyes and even headaches. After analyzing the student's data collected through survey monkey, 22% of people occasionally feel strain in their eyes from using their smart phones and another 12% feel strain in their eyes often as shown in figure 1. Also, almost 80% of the people surveyed stated that they would be interested in a screen protector that reduces discomfort on their eyes as shown in figure 2 (Filter for Smartphone survey, n.d.). OtterVision, whether it is through the Otterbox case or the screen protector itself, contains a filter that reduces the blue light that comes from digital screens. As a result, it will alleviate and furthermore protect the eyes. Through the OtterVision , OtterBox will provide their customers with the tranquility and comfort of using their smartphones by reducing the harm done to their eyes.

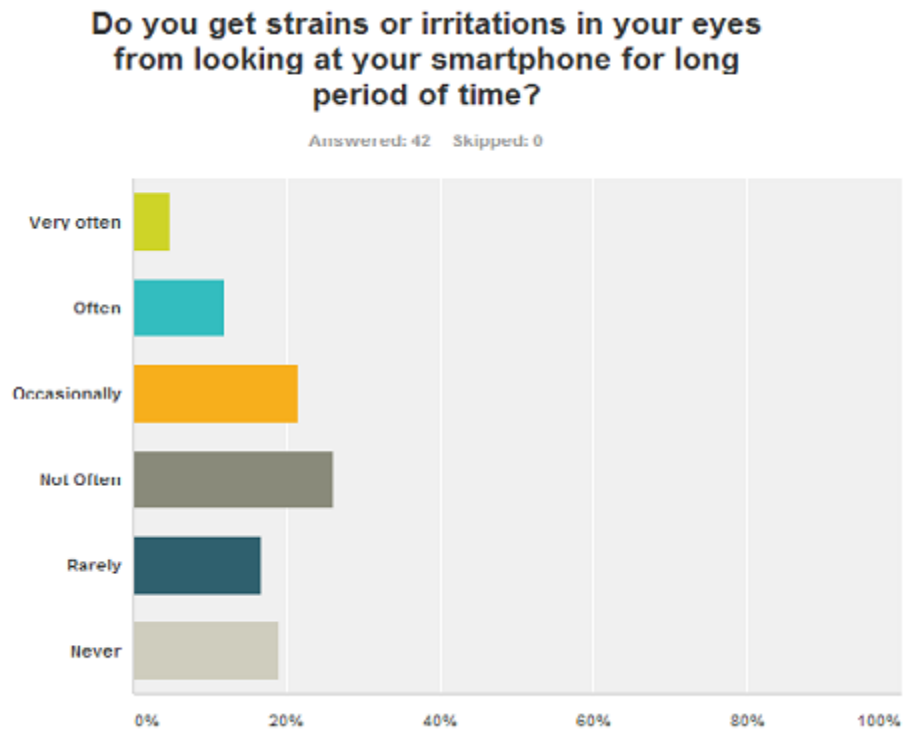


Figure 1: Filter for Smartphones Survey

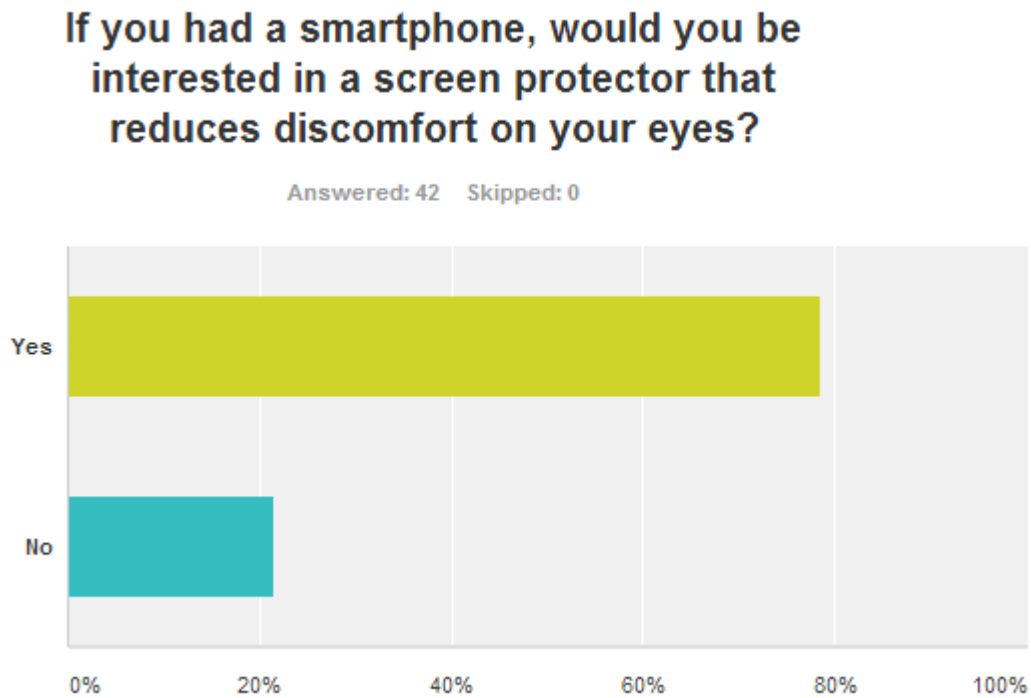


Figure 2: Filter for Smartphone Survey  
(Filter for smartphones survey, 2014).



## Market Trends

There is no question that, in this technology driven generation, smartphones and smartphone accessories are trending. What better way to be “cool” than to accessorize and protect your smartphone. “The popularity and growth of smartphone devices have also increased the demand for mobile accessories.” (Lynn J, 2013) This directly affects Otterbox because they provide cases with ultimate protection to the consumers’ digital device. Consumers don’t have to worry about their screens being scratched, cracked, or having their devices damaged by water. “Designs for cases and variations of cases are a trend among consumers.” (Lynn J, 2013) As a highly innovative company, Otterbox has adapted to the variation of smartphone case trends with all their different products. They have nine series, all with different features. For those customers who want ultimate protection for their smartphone there is the Armor series. It can withstand two tons of crushing force, it can be dropped from a height up to 10 feet, and it can be submerged in water up to six feet deep for 30 minutes. For the customers who not only want protection but are also looking for style there is the Symmetry Series that comes in different colors and graphics to meet each individual's style and personality (Otterbox, n.d.).

## Market Growth

For this year, Otterbox plans to grow within its market by globalizing the company. In the past few years the company has opened offices in Cork, Ireland and Wanchai, Hong Kong to gain international recognition for the brand (Hall, 2013). The company also holds 23% of market share among case makers. Otterbox was recognized for experiencing a 179% market growth from 2007 to 2010 and again from 2010 to 2012 but this time a market growth of 238% (Schill, 2013)(Three thousand percent revenue, 2012). Otterbox is forecasted to swell up to 15.6 billion by 2017 (Lynn S, 2013). If the company keeps growing this way, our product, OtterVision, will benefit greatly from this when customers buy the cases that have our protective filter attached to the case.

## SWOT Analysis

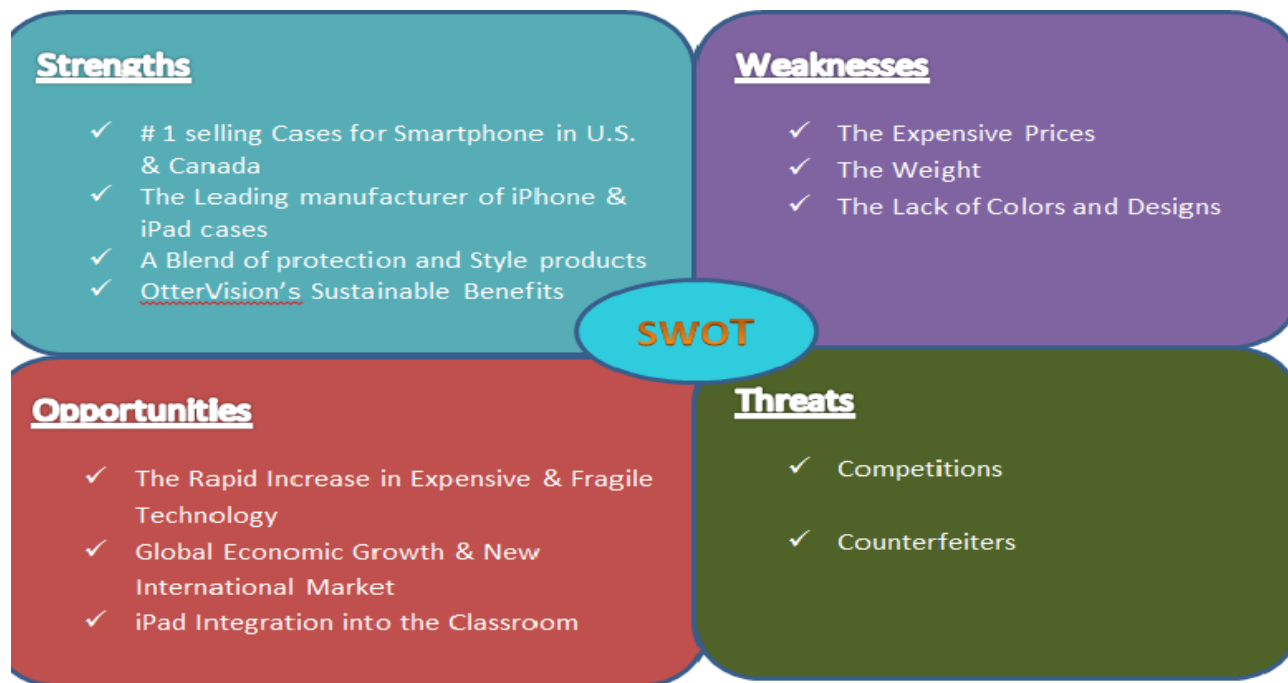


Figure 3: SWOT Analysis

### Strengths

Producing and selling a screen protector with a filter will reduce the strains and irritations in eyes of smartphone users. This sustainable benefit will be the greatest strength for the product and for OtterBox, the manufacturing company. OtterVision's main purpose is to promote the consumer's vision and reduce the risk of eye disorder. This product is not available in the market yet, but OtterBox will have a sustainable competitive advantage over its competitors by producing OtterVision. It will be the first company in its domain that care and target the well-being of their consumers. OtterBox is one of the leading manufacturers of iPhone and iPad cases, they produce "23 percent of market share among case makers." (Cleveland, 2013) otter Box is number one in selling cases for smartphone in U.S. and Canada (otter Box, n.d.). The private company achieved tremendous growth from the development of technology.

OtterBox provide consumers with a blend of protections and styles with their products. According to their website, their cases are "dedicated to all the klutzy, spontaneous, chaotic, graceless individuals who have broken a device or valuable due to their active lifestyle." (Our Story, n.d.) OtterBox offers quality, heavy duty, and durable cases; they "positioned themselves

as the case to have if you want something that can take a beating.”(Surveying the competitive Landscape, n.d.) This will create customer loyalty toward their cases. OtterBox produces different series in their cases, all of them protect against dropping and scratches, and some of them are against dust and water. Most of these series come with a screen protector, and by producing OtterVision to reduce the strains on the users ‘eyes, OtterBox will increase the level of customer loyalty and will gain new customers that care about their well-being.

## **Weaknesses**

Despite the fact that OtterBox is a leading protective case maker for devices, it has weaknesses. One of its weaknesses is the expensive price of their cases. OtterBox cases range from \$20 to \$100 depends on the series. Some people cannot afford to pay that amount of money for a case. This leads to opportunities for other competitors to sell their products. Another weakness would be the weight of these cases. Some series come with three items for example; the Armor series weight 3.91oz (Iphone 5 Armor Series, n.d.). Some customers may prefer to buy a lighter and slimmer case for their smartphone instead of carrying a heavy one. LifeProof cases provided very competitive cases in relation to OtterBox in quality, but lighter and slimmer, their Iphone 5 cases weight 1.05oz (Technical Specification, n.d.). So LifeProof was a risk for OtterBox before they acquire them recently (Sande, 2013). The final possible weakness is the lack of colors and designs in their cases. Other competitors such as CaseMate, are offering different colors and different art designs in their cases depends on each individual’s needs and desires.

## **Opportunities**

“By the end of this year, 6% of the global population will own a tablet, and 22% will own a smartphone.” (Heggestuen, 2013) With This increase of expensive and fragile technologies in the market, consumers tend to buy more protection for their technologies, and this will lead to higher demand for heavy duty and durable cases. Also, with the growing economies of the international market, international demand for heavy duty cases will increase which may help OtterBox to expand more internationally.

OtterBox does not only offer protection for smartphones, but with the higher growth of the tablet and iPad markets, they started producing cases for iPad and other tablets. The iPad

market was a trend that emerges in today's education system "more and more schools are jumping on the digital bandwagon and adopting iPads for daily use in the classroom." (Bonnington, 2012) With this emerging trend, OtterBox has a promising future growth selling cases for schools and educational institutions that adopt iPad technology as a learning strategy with their students.

## Threats

The possible threat that OtterVision might face are the growing competition from other companies and counterfeiters. OtterBox competitors were able to make advances in the market, "one such company, Mophie, has released a case that includes a battery pack." (Lynn, 2013) OtterBox are under pressure of other competitors with new ideas and products and as OtterBox's CEO, Brian Thomas, stated that the "best way of overcoming any competition is to innovate." (Lynn, 2013) So, OtterBox has to come up with new ideas and innovate to keep their position in the market and to stay strong. "Otter Box will face challenges as the market shifts from standard protective devices known in the industry as dumb accessories to smart cases that also make use of software and application." (Lynn, 2013) OtterVision will be the OtterBox innovation, but it will face a lot of challenges from competitors.

Counterfeiters are another threat that challenges the future growth of OtterBox. Most of the fake OtterBox are made in China, and they sold them for a cheaper price than the real OtterBox brand. Counterfeiters cost the company a lot of money in lost sale, although the company is fighting their name aggressively (Hughes, 2013). OtterBox won a \$10 million against an eBay seller that sold 20,000 counterfeit cases in 10 months (Lynn, 2013).

Another threat that comes to light lately is the latest iPhone 5C design that comes with a case. "OtterBox is by far the dominant force in iPhone cases," (Reisinger, 2013) but Apple started to steal this dominance by producing the iPhone 5C with a case. This is a worrisome trend by Apple that will decrease the future growth for OtterBox from selling cases to iPhone users. It also reveals the future risks that OtterBox will face if Apple decided to target their smartphone customers and produce Apple cases, or Apple may integrate a similar product as OtterVision in their new iPhone.

## Competition

OtterBox operates in a highly competitive market with new competitors entering the market frequently. A mobile device case is a way to personalize your phone for your unique needs, which creates many different competitors. For example, the company Gumdrop saw the success of the OtterBox defender series and created their own version of it (Carnoy, 2012). Another example of a direct competitor is Case Logic. While OtterBox offers cases known for their durability, Case Logic offers cases with a sleek design. With the success of OtterBox, the company is able to buy out their competitors, such as LifeProof, who threaten their control of the market (Carnoy, 2013). The biggest competitors could be cell phone producing companies. With the release of the iPhone 5c Apple has begun to manufacture their own cases in many different colors (Iphone 5c cases, 2014). If cell phone companies began to make their own cases and include them with their phone they could acquire a large part of the market share from OtterBox.

## Product Offering

OtterVision is a new and innovative screen protector, designed to help reduce the eyestrain that occurs when we use our cellphones for extended periods of time. This screen protector would feature a tinted filter that would reduce the brightness of the screen, thus making the screen less strenuous on the consumers' eyes. Similar technology is used in glasses made for competitive video game players. E-sports athletes often find themselves staring at the computer screen for more than eight hours a day and use special tinted glasses to reduce the eye strain (How They Work, 2014). Initially the product would be sold in two ways. First it would be sold as a standalone screen protector. This would be aimed at the individuals who do not want to buy an OtterBox case, but would benefit from OtterVision, The second way it would be sold is as a special version of the OtterBox Defender Series. This defender series would come with OtterVision installed rather than the normal screen protector.



## Keys to Success

In order for OtterBox to succeed in launching the new product OtterVision, there are a few strategies that the company must deploy. First the company must release the product before mobile device companies integrate a feature on the device that reduces eye strain. Once this feature is integrated into new phones, the product will no longer sell. Next the company must market OtterVision as a problem solver for computer eye syndrome. According to the survey, 78% of the people surveyed would be interested in a screen protector that reduces eye discomfort. Next, OtterBox should attempt to patent as much of the technology as possible in order to prevent companies from creating similar products. Lastly if the product is found to be successful as a standalone product and in the defender series they should implement OtterVision into all of the different styles of cases.

### Critical Issues

There are a lot of factors that will hinder the success of OtterVision. One of the main factors is the higher prices of OtterBox products. Producing OtterVision as an addition to the normal screen protector or integrating it in a case will increase its prices. It will cost more than a normal screen protector; the issue here is if consumers are ready to pay more for their well-being or not? Another threatening factor is the competition in the market. Competitors might be able to launch the same product with cheaper prices. Also, smartphone companies might decide to integrate that vision feature in their smartphones which will cause OtterVision to be dropped from the market.

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