

Industry partner project report - Solar Guard I.C.A.R.U.S = Industry partner project report - Solar Guard I.C.A.R.U.S

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Abstrak

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ABSTRACT

This team was tasked by our client to construct and devise a robust Branding and Communication Strategy for the high-tech sun care device Solar Guard formerly known as UV Defender. In order to effectively come up with a brand that is meaningful and pleasing to the prospective customers, the team had to conduct primary survey research to gather qualitative data from married couples; both parents and non-parents. This report draws attention to the rapid growth and expansion in both the wearable-technology and sun care lotion industry. Even though in the analysis the Wearable-Technology industry seems to be performing steadily throughout the last four years, however, through financial data collected from companies, it is evident that the sun care industry possesses larger market share worldwide. Therefore, we concluded our analysis by accentuating our proposal for Solar Guard to be positioned as a High-Tech Sun Care Device rather than a Sun Care Wearable-Technology. Through our secondary research from extant marketing literature we uncovered that in order to build a robust brand, there are frameworks and brand elements that need to be conceptualized from ground up. Thus, the team has designed in-house some of the recommendations that were presented to the client during the project presentation. While our client was in favor to all of our recommendations, however, through this report we hope to further educate and elaborate some of the details and key considerations that our client should be aware of before production begins. Such as key legal issues and overhead expenses that have to be set aside for patent rights and legal advice. Therefore, it is critical that our client is aware of potential threats and cost which must be anticipated to prevent impediment in the product launch process; ultimately the survival of the company. Finally, inside the report are several recommendations, implementation plan, and proposed a budget to help our client make an informed decision when deciding which branding direction to adopt for the Solar Guard.

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