



beats by dr. dre

Nicolas Wiles  
MARK4450 - Fall '25

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# Executive Summary

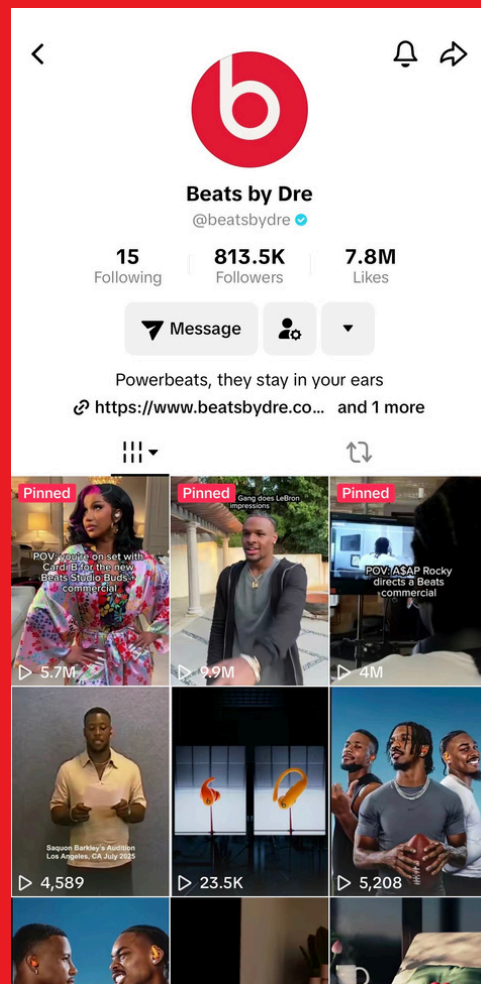
The **#BuildYourBeats** social media campaign will promote a new product extension that empowers consumers to celebrate their individuality with personalized colorways and ear cushion sizes. This initiative reinforces Beats' position as the ultimate fusion of style and sound, creating opportunities for creativity and self-expression.

The campaign will run **for 2 months from mid-April to mid-June**, strategically aligning with the excitement of the **NBA Playoffs**. Content will be deployed across Facebook, Instagram, and TikTok. Each platform will tailor to distinct audience segments.

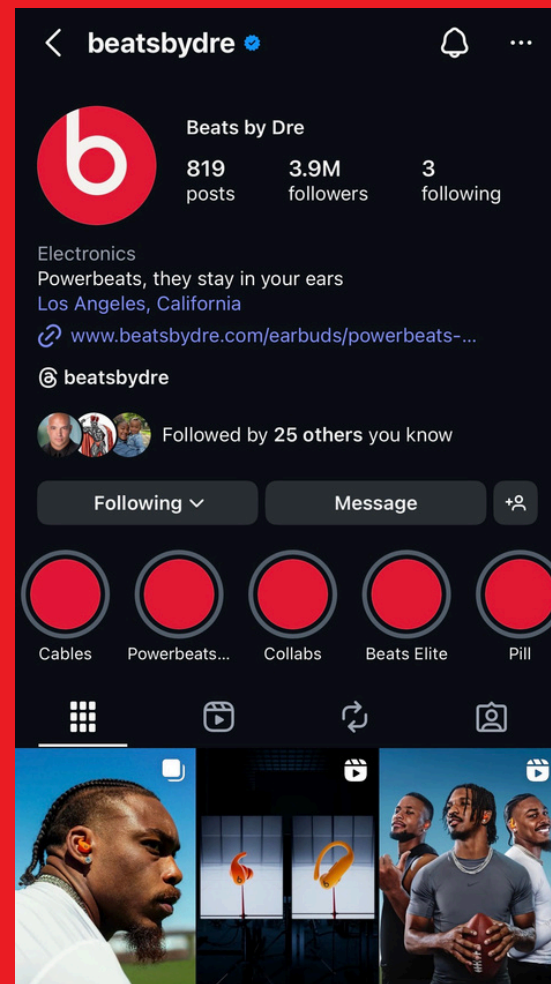
At the end of the two-month campaign, we predict that a **\$300,000** budget will yield a total revenue of **\$6,415,688.34**, resulting in a ROAS of **32.1:1**.



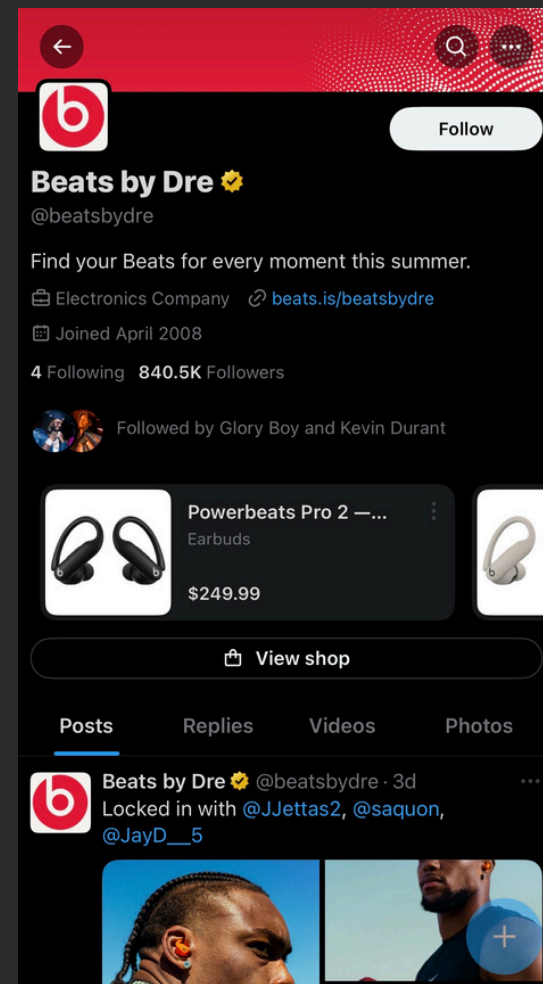
# Digital Analysis



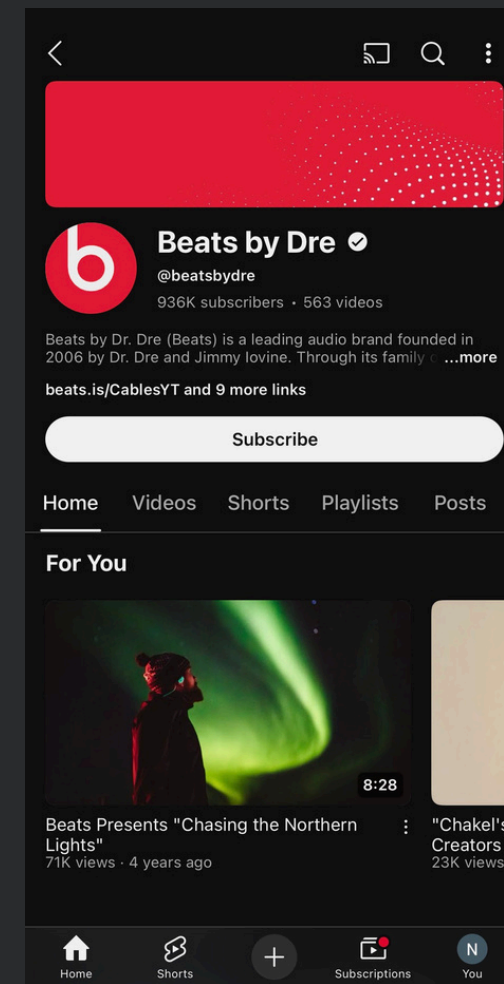
813.5k Followers



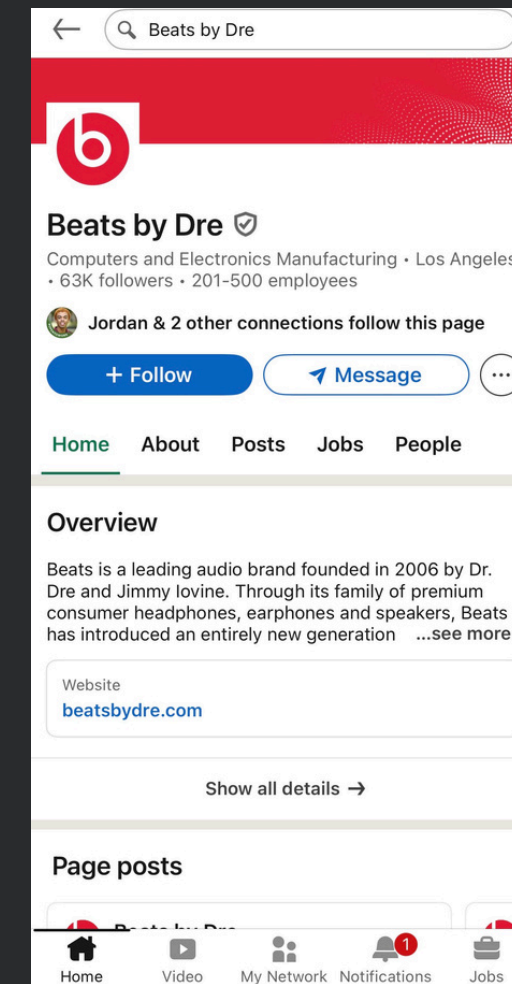
3.9M Followers



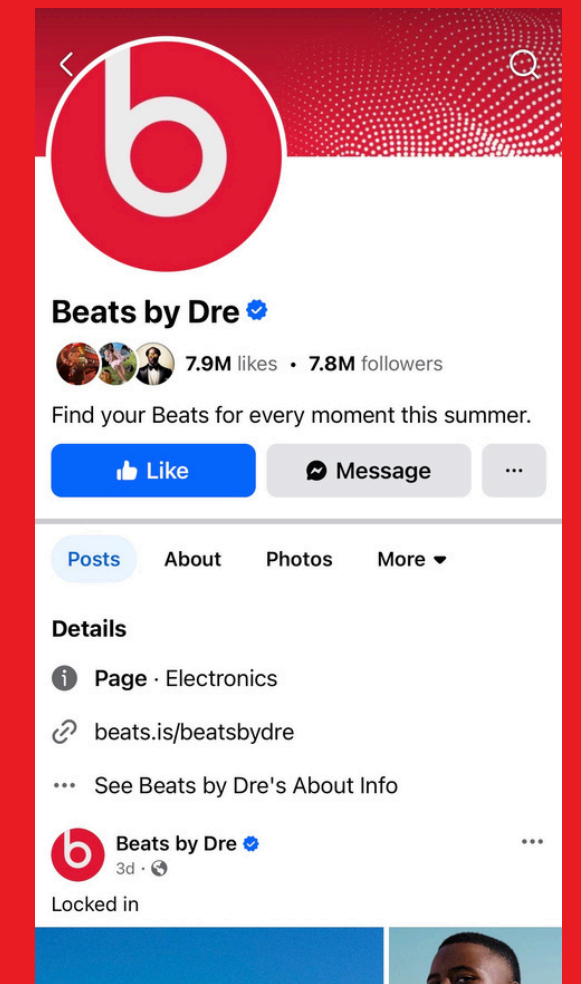
840.5k Followers



936k Subscribers



63k Followers



7.8M Followers



\* No presence on Snapchat or Pinterest

# Digital Analysis: Competitors

## Brand Identity



"Using our unlimited **passion for technology**, content, and services to deliver **groundbreaking new excitement and entertainment**, as only Sony can."



"To design and deliver products, systems, and services that provide a **superior audio experience**, connecting people through the **power of sound** with integrity, **innovation**, and a commitment to customer value and shareholder returns."



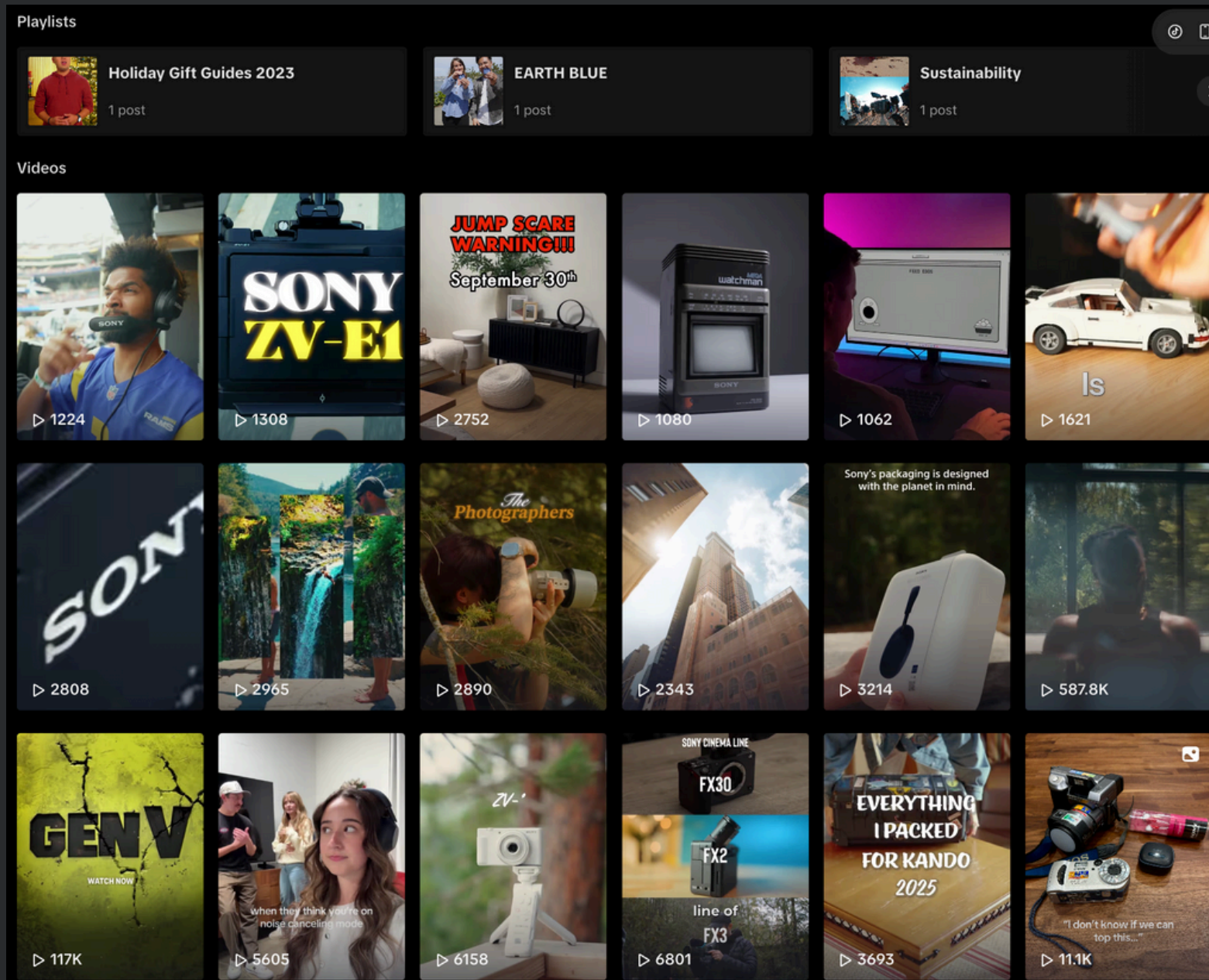
"Think of better solutions, **create better products**, help people **enjoy the things they love.**"



# Digital Analysis: Competitors

# SONY

**@SonyElectronics**



817.3k



417k



8.1M



483k



**8.5M**



357.8k



**“Just showing off cool tech”**

Sony is such a large brand that its **expansive catalog** often **overshadows its headphone** line. Even in the Sony Electronics account alone, only **one-third** of the last 15 TikTok posts feature Sony headphones.

Sony leans heavily into **creators**. Their **Sony Audio Ambassadors** program targets musicians, DJs, and dancers. Being the **official headphones of the NFL** reaffirms its emphasis on **high-quality performance** while aligning them with pop-culture moments.

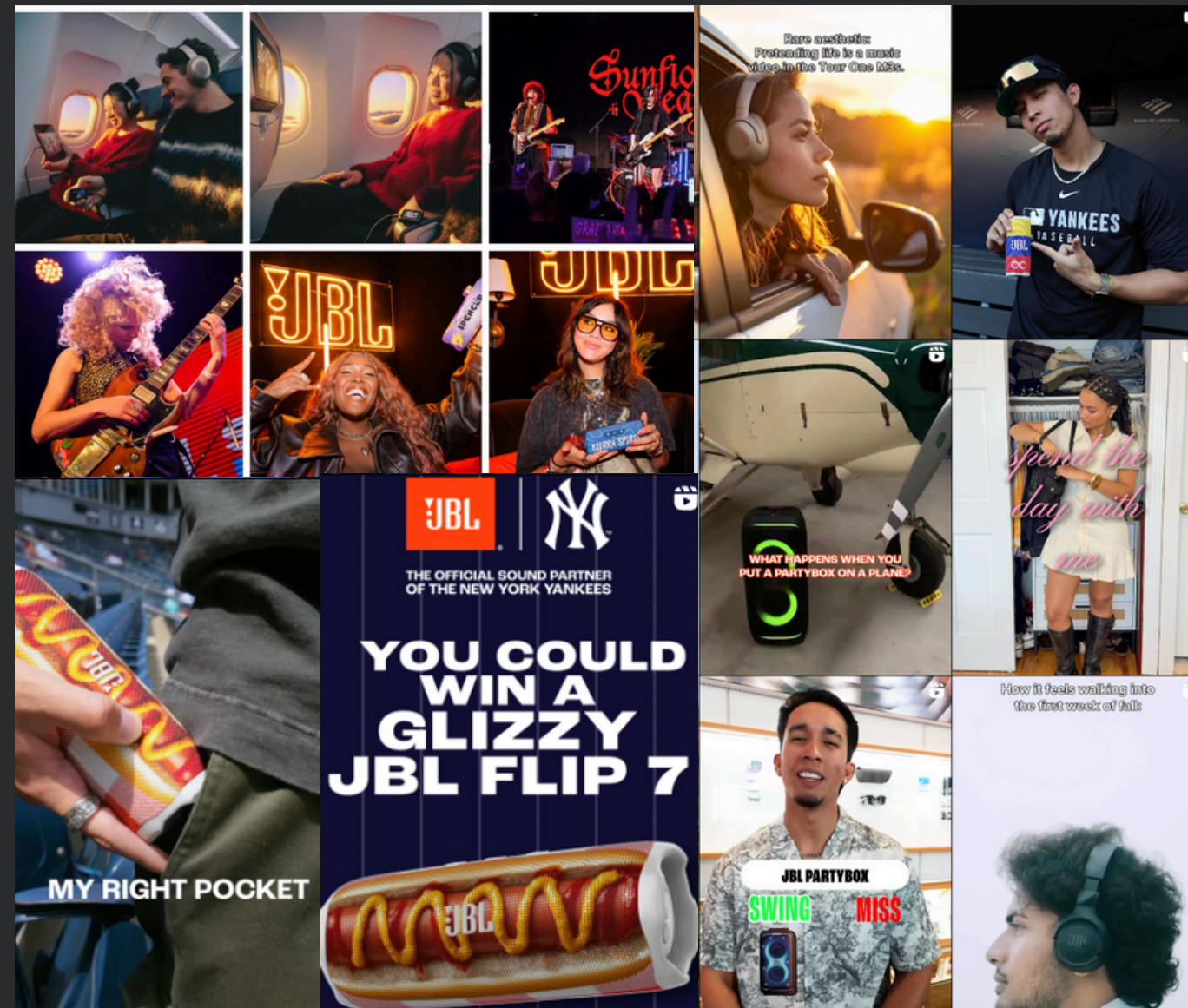
Many of their posts lean on **storytelling**, positioning their products as part of the consumer's environment/lifestyle. They rely heavily on their **noise-cancellation feature**, framing it as a means to assist **athletes, creatives, performers, and even gamers** in 'locking in.'



# Digital Analysis: Competitors

JBL

@JBLAudio



JBL places a greater emphasis on **playfulness** than the other brands. They don't take themselves too seriously, which a **younger audience** often appreciates. For example, at the end of July, in partnership with the Yankees, they promoted a JBL speaker designed like a Glizzy.

The overarching theme of their social pages is **community-driven content**. Creator spotlights, industry 'day-in-the-life's, music academy, lifestyle, and recurring **brand collabs** are frequent. **Calls to action** are more **direct**, and their pages have high levels of **interactivity**, incorporating **sweepstakes** and specific hashtags.

"Dare to Listen"

"For over 75 years, JBL has amplified voices and helped fill the world with true, unfiltered sound"

"We create unforgettable audio experiences that amplify any moment"

370.8k



136k



807k



362k



3.7M



189.6k



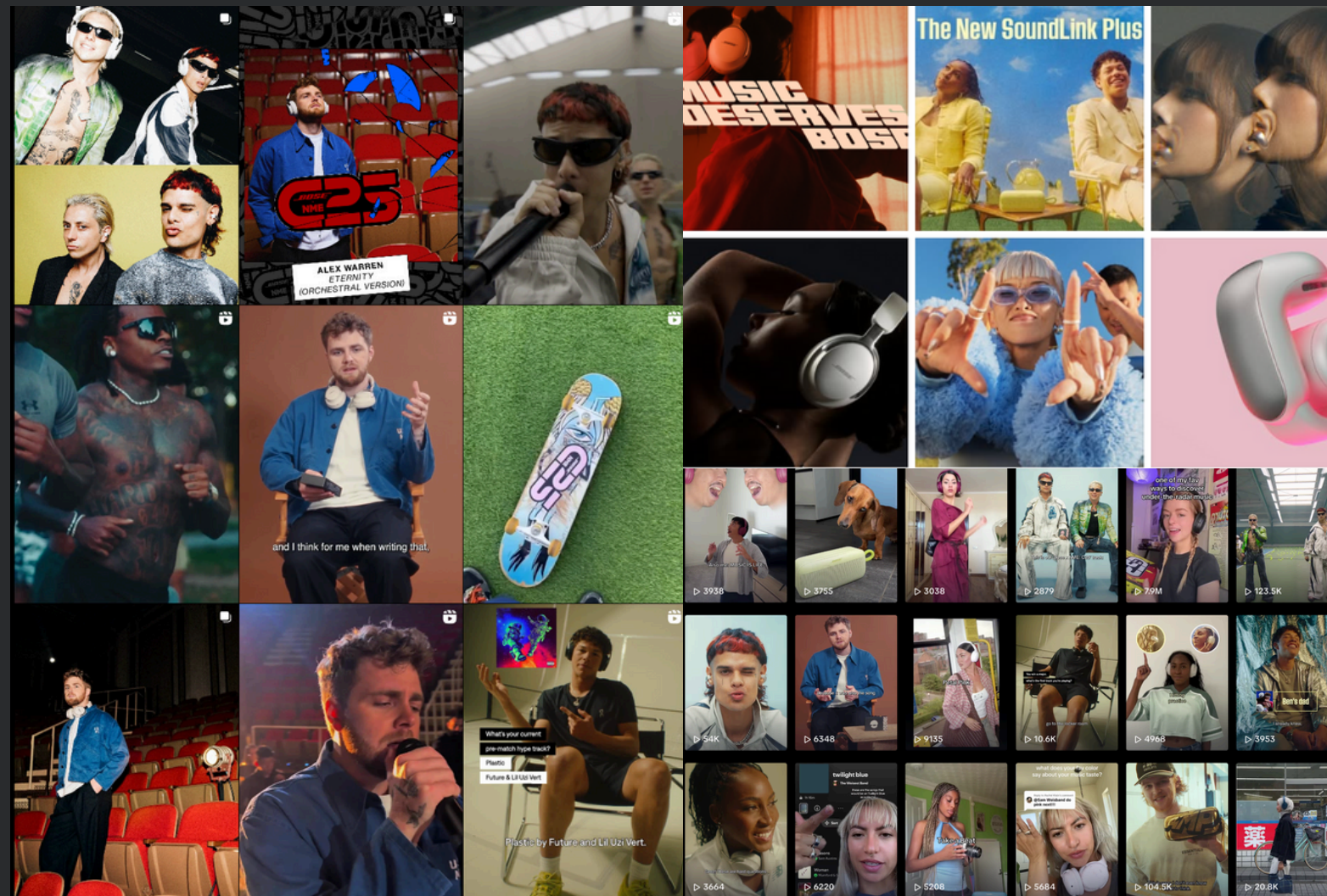
All 3 of their platforms are very well **segmented**. Content as well as their bio varies to target the users on each platform more directly.



# Digital Analysis: Competitors



**@Bose**



**Consistency** is key for Bose. Taglines like **“Sound is Power”** and **“Your life deserves music. Your music deserves Bose.”** appear everywhere you look, on all platforms. Captions are **heavier in copy** than those of other brands, suggesting that they are knowledgeable and consumers should take note.

**Collabs** are their bread and butter. While they occasionally feature **athletes and influencers**, such as in the **Soundtrack to My Life** series, they tend to showcase **musicians, including rappers, pop stars, R&B singers, and Latin groups**, more often. What's interesting is that they focus on these **artists living life** more than their musical prowess. Bose's post promoting Gunna's charity 5k run in Brooklyn is a prime example.

**"Your life deserves music. Your music deserves Bose."**

462.4k



438k



1.4M



265k



4.1M



228.4k



# Digital Analysis: Opportunity Statement

We are well-positioned in the social media landscape compared to our competitors in the headphone market. There is **no cooler, more culture-driven brand in our industry**. Thanks to continuous **celebrity collaborations**, a **consistent and refined** look and feel, and **bold confidence**, Beats by Dre remains the **most memorable brand** in the music listening game.

That's not to say there isn't room for improvement. With a reliance on celebrity endorsements, **a gap exists between consumers and their idols**. Additionally, Beats is criticized for the discomfort its products can cause over extended periods of wear. Through the **#BuildYourBeats** campaign, we can strengthen the **Beats community** by **embracing lifestyle and individuality**. This approach will **deepen consumers' emotional connection** with the brand, **bridging the gap between hype and heart**.

While we match up with our main competition in follower count on Facebook and TikTok, even surpassing them in the latter, we have **less than half as many Instagram followers**. To counter this imbalance, we will emphasize expanding our presence on Instagram by allocating **more influencer posts** on this platform than on the others, along with a proportionally **higher Instagram ad spend**.

# Goal

Bring the luxury listening experience of a studio to music, sports, and lifestyle fans wherever they are, whatever they're doing.



# Objective

Generate \$5 million in revenue in the 3-month period of  
April, May, and June 2026



# Target Audience

**Double Daughter**  
**Dad Darryl**



**Human Karaoke**  
**Machine Wilson**



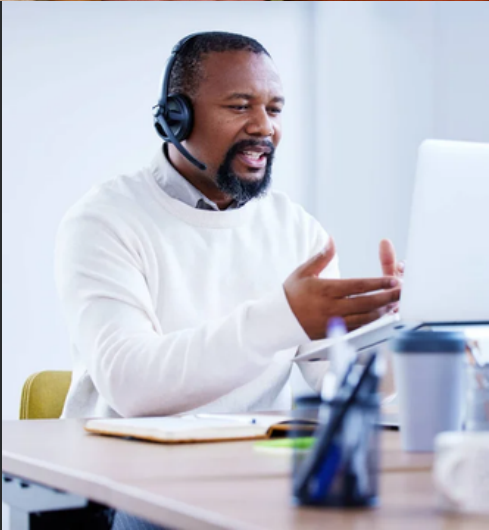
**Courtside Chloe**



\*image created by ChatGPT



# Double Daughter Dad Daryl



\*image created by FireFly





# DARYL

## DOUBLE DAUGHTER DAD

- 45 Years Old
- African-American
- Johns Creek, GA
- Senior Software Engineer

### ABOUT DARYL

- Family
  - Married to his high school sweetheart
  - 2 Daughters
    - 14 and 16 years old
- Income
  - \$170,000 Individual; \$250,000 Household
- Bachelor’s Degree

### MOTIVATIONS

- Providing for his family, ensuring his daughters are set up for college coming up
- Coaching his daughters’ AAU teams to a championship this season
- Reconnecting with his interests as he senses an impending mid-life crisis

### NEEDS AND WANTS

- To feel ‘cool’ again
- An opportunity for some ME Time

### HOBBIES/INTERESTS

- Following the NBA when his schedule allows him to catch a game
- Hip-hop/ former NBA players podcasts
- Not letting anybody else touch the grill at BBQs

### STRUGGLES

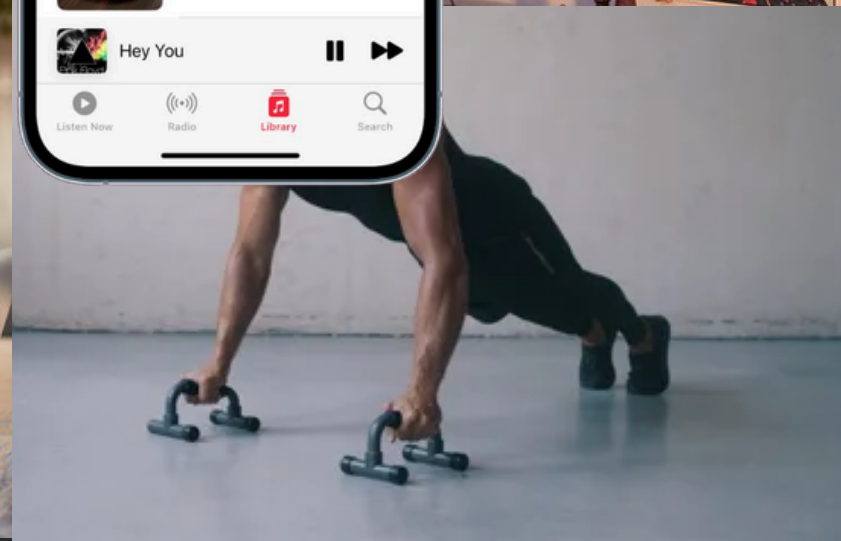
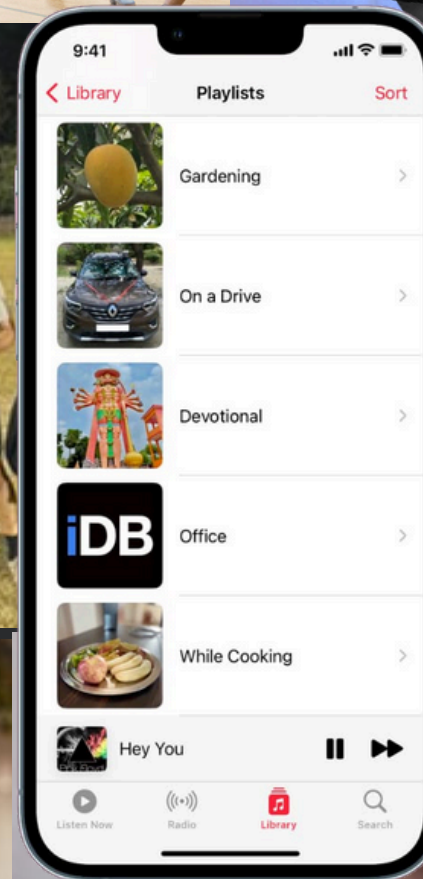
- Getting a chance to bump the music he wants to listen to in a house full of girls
- Coming to terms with the fact that his body can’t move like it used to
- The feeling that he’s burning out at his job

### CURRENT MUSIC LISTENING SITUATION

- Has a man cave with a solid speaker setup, but never gets to use it because his daughters complain it's too loud and he doesn’t want to disturb them while studying



# Human Karaoke Machine Wilson







# WILSON

## HUMAN KARAOKE MACHINE

- 20 Years Old
- White
- University of Michigan
- Sociology Student and part-time DJ

### ABOUT WILSON

- Family
  - Only child
  - Middle-class background
- College
  - Sophomore
  - Living off-campus with two best friends
  - Seeking Bachelor's Degree

### MOTIVATIONS

- Achieve good grades and look for job prospects after college
- Make the most out of every moment, filling his calendar with constant activities
- Staying active, athletic, and healthy

### NEEDS AND WANTS

- A higher quality listening experience
- To listen to music without his phone in his pocket
- Headphones that are easy to take off and put on again, for when he briefly runs into a friend on campus

### HOBBIES/INTERESTS

- Building diverse playlists by discovering new music and diving deep into discographies
- Working out and playing basketball
- Keeping up with the NBA through highlights until playoffs come around

### STRUGGLES

- Relaxing during his busy social, academic, and professional life
- Having to replace his finicky and fragile headphones every couple of months

### CURRENT MUSIC LISTENING SITUATION

- Almost always seen with the classic Apple wired headphones dangling or strung up the inside of his shirt
- Likes the vintage look and ease without an AirPods case, but finds them uncomfortable, low-quality sounding, and short-lived



# Courtside Chloe







# CHLOE COURTSIDE

- 28 Years Old
- Latina
- San Francisco, NY
- Social Media Coordinator

## ABOUT SOPHIA

- Family
  - Younger sister of 3 brothers
  - No kids
  - Lives with Boyfriend of 3 years
- Income
  - \$70k Individual; \$140k Household
- Bachelor’s Degree

## MOTIVATIONS

- Keep working hard for a promotion she was told may be in her near future
- Taking care of her new puppy her boyfriend and she got together to test their compatibility in raising another living thing
- Staying in touch with her family, who live all across the country now

## NEEDS AND WANTS

- Stylish-looking gear that can match her outfits
- Headphones that won’t fall out of her ears during workouts

## HOBBIES/INTERESTS

- Attending Warriors games and concerts in the Bay Area
- Pilates and 5k runs for local charity events
- Collecting sneakers and throwback jerseys

## STRUGGLES

- Proving to her stubborn male colleagues that she is as much, if not more, of an NBA fan as they are
- Having less time to go out to games and concerts with a dog that is not yet potty-trained

## CURRENT MUSIC LISTENING SITUATION

- Has one working AirPods thanks to her dog Klay, named after her favorite player, confusing the other one for a mini bone

# Marketing Strategy

**What is it called?**

**#BuildYourBeats**

**What is it?**

A campaign that celebrates the individuality of every music fan. Sharing their creations and highlighting their real lifestyles is a way to express what makes them unique, building community in the world's shared differences.

**Why can this product extension do it?**

Just as someone curates a playlist to match their vibe, fans can customize their headphones to fit both their ears and their style.

**How will it come to life?**

In line with the NBA Playoffs, we will utilize  
Owned Media: Dr. Dre, Boban, Lifestyle, Interactive Story Polls, Custom Builds  
Paid Media: Influencer posts, Apple Store/Online CTAs  
Earned Media: Reposts on #BuildYourBeats, Outfit Inspo



# #BuildYourBeats

## Customize Beats

### Ear Cushion Size

Large

Medium

Small

### Color

### Ear Cups



### Headband



# Communication Objectives

## Awareness

Launch the #BuildYourBeats campaign across Facebook, Instagram, and TikTok to introduce the customizable Beats headphones product extension. Through **memorable influencer content** and **original custom builds**, we'll spark excitement and inspire users to see Beats as a **reflection of their own creativity**, stimulating a **connection** between them and the brand.

## Consideration

This stage focuses on helping viewers **see themselves in their own pair of Beats**. **Lifestyle posts** and **outfit inspirations** featuring various colorways will encourage viewers to visualize how a pair of Beats could **complement their style and activities**. A **poll-driven, bracket-style Instagram Story series** will allow fans to **vote** on their favorite designs, **driving engagement** and fostering an **ongoing dialogue** with Beats.

## Decision

With the ball in the paint, it's time to score. Targeted, explicit **calls to action** and concise **walkthroughs** will demonstrate how to design and purchase a custom pair, whether **online** or at a **nearby Apple store**. These posts convert **curiosity into commitment**, empowering users to own their **unique, individual sound**.

# Multi-Channel Tactics



We will use TikTok primarily to reach our **Courtside Chloe** persona. We will post owned media through the Beats account in the form of both entertaining and informative videos featuring **lifestyle, influencer, and custom build content**. We can curate **UGC** through #BuildYourBeats to establish **earned media**. Quality posts under the hashtag, as well as our own, will be promoted through **TikTok Spark Ads**, a form of paid media. Additionally, we will compensate **influencers** for sharing on their social media accounts.

**Media:** Owned, Paid, Earned

**Metrics:** Impressions, Engagement, Conversions



Instagram will be the primary platform to connect with **Human Karaoke Machine Wilson** and other similar consumers. **Reposting fan designs** under #BuildYourBeats will celebrate their creativity and encourage others to join in. **Owned lifestyle reels, carousel, entertainment, and interactive story posts** will deepen the audience's bond with our products. **Paid ads** leading directly to the **customization portal** and **influencer content** will round out our paid media on Instagram.

**Media:** Owned, Paid, Earned

**Metrics:** Impressions, Engagement, Conversions



**Double Daughter Dad Daryl** will be the focus of our media on Facebook. A lot of **cohesion exists between all three platforms**, but the messaging on Facebook is **more direct**. Owned and paid media will consist of **lookalike lifestyle posts** and **custom builds** relevant to the audience's personality and experiences. **Calls to action** directing how to customize online or in an Apple location will be **more frequent** than on IG and TikTok.

**Media:** Owned, Paid

**Metrics:** Impressions, Engagement, Conversions

# Multi-Channel Tactics: Editorial Calendar

+2 Weeks of  
content in  
April

+2 Weeks of  
content in  
June

2026 May						
★ Indicates Influencer Post ○ Influencer Posts Day before for Priming Effect						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			1 Product Extension Highlight Kickoff! Instagram Facebook TikTok	2 Active Lifestyle Athletic Instagram TikTok	3 Custom Builds 'School Colors' Facebook	4 Dr. Dre Endorsement Instagram Facebook TikTok
5 Boban x Beats Instagram TikTok	6 Boban x Beats Facebook	7 Boban Ears vs. Civilian Reel/Vid Instagram TikTok ★	8 Story Build-a-Beat Bracket Polls *First Round* Instagram Facebook	9 Apple Store Build Walkthrough with Boban TikTok Facebook	10 Lifestyle Athletic Instagram TikTok	11 Lifestyle On the Go Facebook
12 Story Build-a-Beat Bracket Polls *Conf. Semi-Finals* Instagram	13 Online Build Walkthrough TikTok	14 Custom Builds 'Little League' Facebook	14 Baller Room Influencer Post Instagram ★	15 Lifestyle Dad Facebook	16 Custom Build by Maxwell Pearce (Globetrotter/Artist) Instagram TikTok ★	17 Story Build-a-Beat Bracket Polls *Conf. Finals* Instagram Facebook
18 Apple Store Call to Action TikTok	19 Lifestyle Workday Instagram	20 Story Build-a-Beat Bracket Polls *Finals* Instagram Facebook	21 Order Online Call to Action Facebook	22 Get Ready w/ Me NBA Game MarisaStyled TikTok ★	23 Lifestyle BBQ Prep Facebook	24 Story Build-a-Beat Bracket Polls *Champ. Parade* Expo Instagram TikTok
25 Custom Builds 'Conf. Finals' Facebook	26 Custom Builds 'Conf. Finals' Instagram TikTok	27 Lifestyle In the Studio Facebook	28 Apple Store Call to Action TikTok	29 UGC Outfit Inspo TikTok	30 Lifestyle On Campus Instagram	31 NBA Finals x Beats Hype w/ Opposing 2nd Best Players Instagram TikTok Facebook ★

\*Dre only as a mode to be posted on Beats social accounts, no influencer post



# Multi-Channel Tactics: Influencers





@boban

Boban Marjanović

Fan Favorite Former NBA Player

Starred in Happy Gilmore 2, Hustle, and John Wick Chapter 3


Instagram 	
Followers	1.1M
Tier	Macro
Engagement Rate	11.44%

TikTok 	
Followers	889k
Tier	Mid
Engagement Rate	17.00%



@baller.room

Play on Boiler Room DJ sets with a pickup basketball game in the background  
Combining music + hoops

Instagram 	
Followers	5,382
Tier	Nano
Engagement Rate	15.51%



# Multi-Channel Tactics: Influencers



@maxwellpearce  
Maxwell Pearce

Harlem Globetrotter & Artist  
Uses his platform to showcase his creativity,  
style, and high-flying dunks

TikTok	
Followers	36.7k
Tier	Micro
Engagement	19.02%



@marisastyled

Wardrobe Stylist for NBA players and  
other athletes/celebrities.  
Frequent brand and outfit posts

TikTok	
Followers	84,200
Tier	Micro
Engagement Rate	3.38%


# Multi-Channel Tactics: Influencers



TBD

based on @jalenjdubwilliams

Top 2 or 3 Player on the Western Conference Finals team  
Based on 2025 NBA Champ OKC Thunder Small Forward  
with a strong Instagram presence


Instagram 	
Followers	491k
Tier	Mid
Engagement Rate	13.39%



TBD

based on @evanmoble4

Top 2 or 3 player on the Eastern Conference Finals team  
Based on my personal prediction for 2026 ECF Winner  
player with adequate Engagement Rate

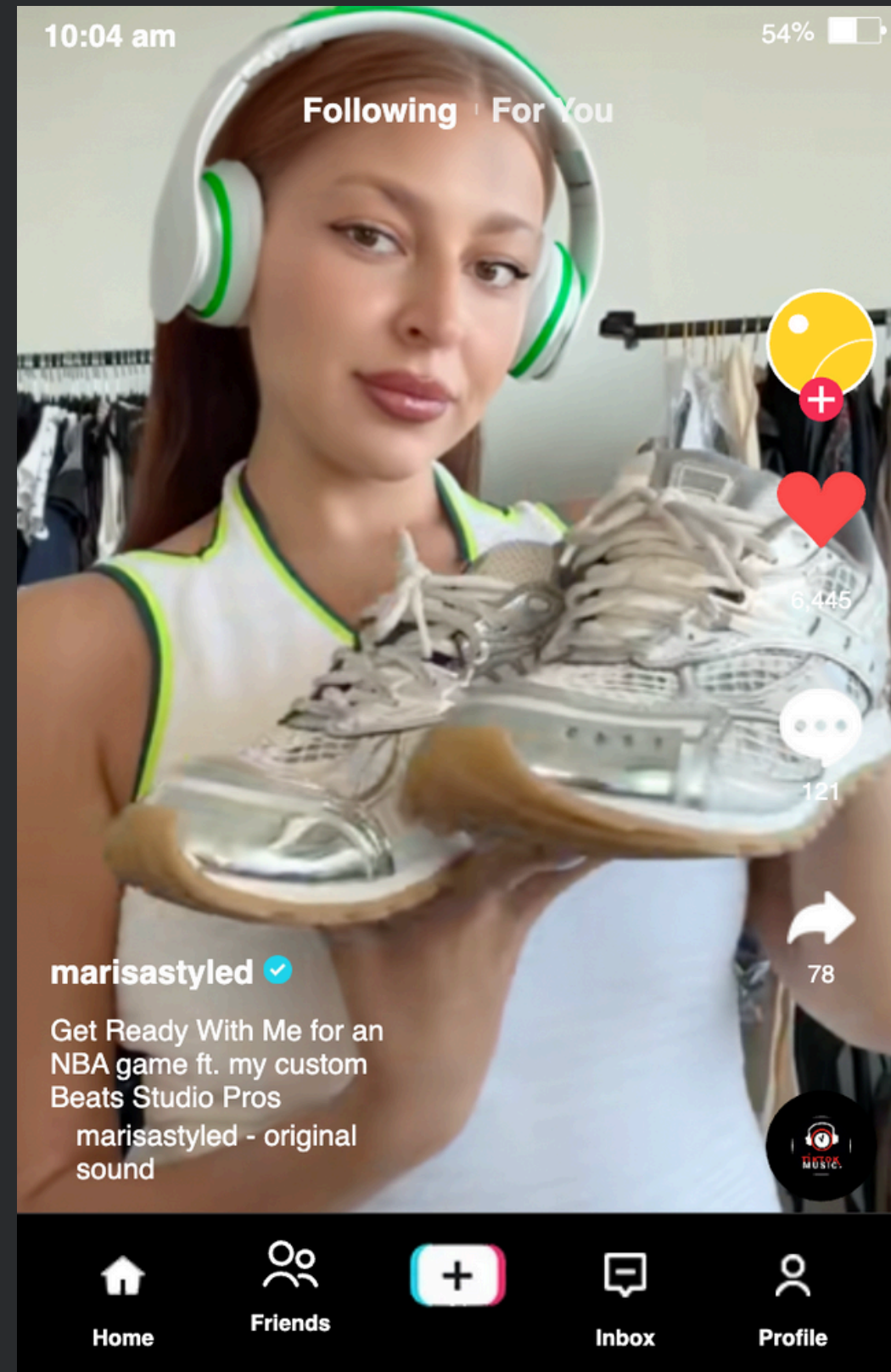
Instagram 	
Followers	257k
Tier	Mid
Engagement Rate	5.04%

\*Agency/Management Fees have been worked in to pay for the time of 4 athletes (1 from each of the 4 Conference Finals teams)  
Only the 2 players whose teams make it to the NBA Finals would be requested to post on Instagram.

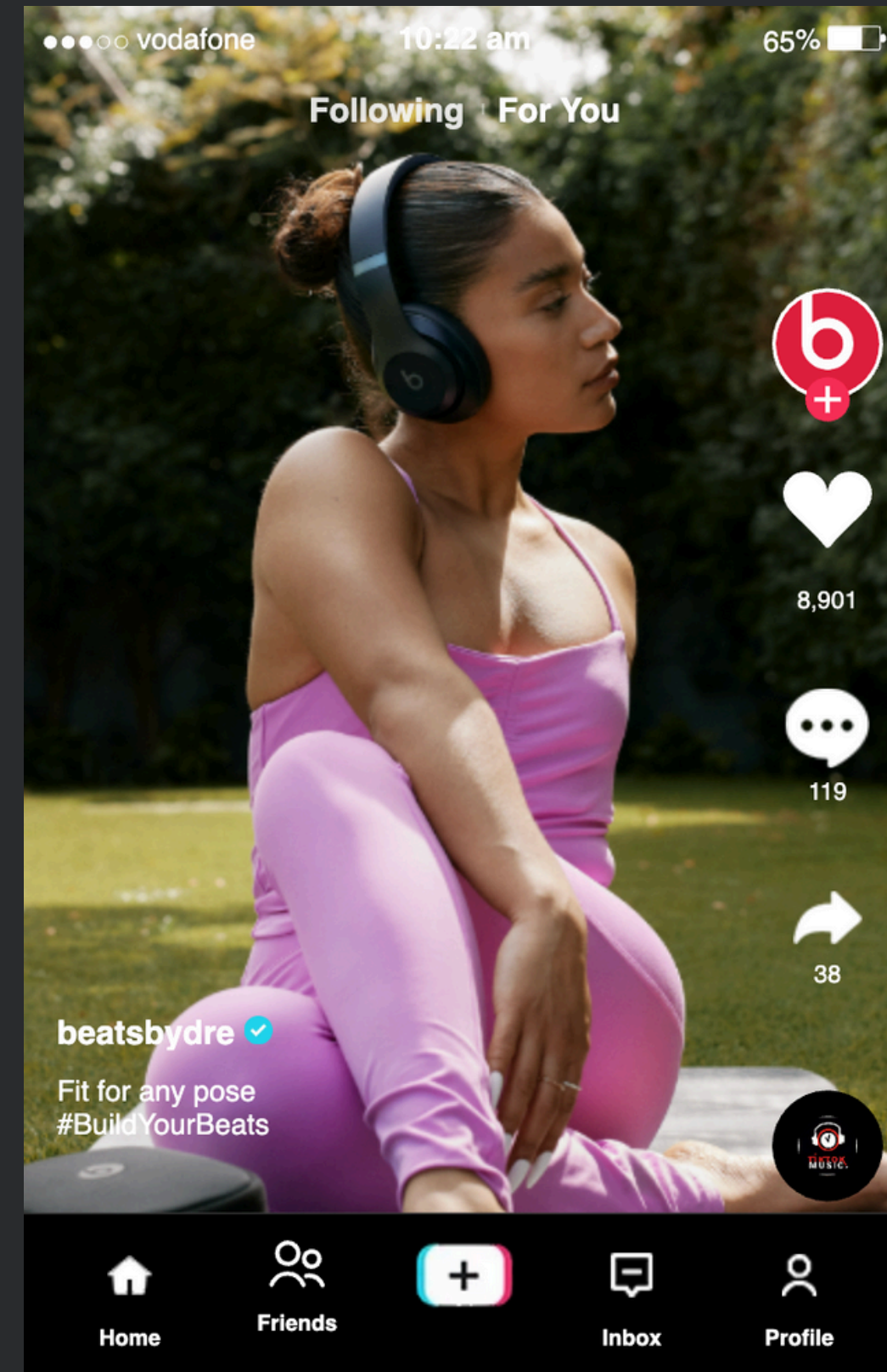


# Sample Posts: TikTok

Influencer Post  
@marisastyles



\*image modified by FireFly



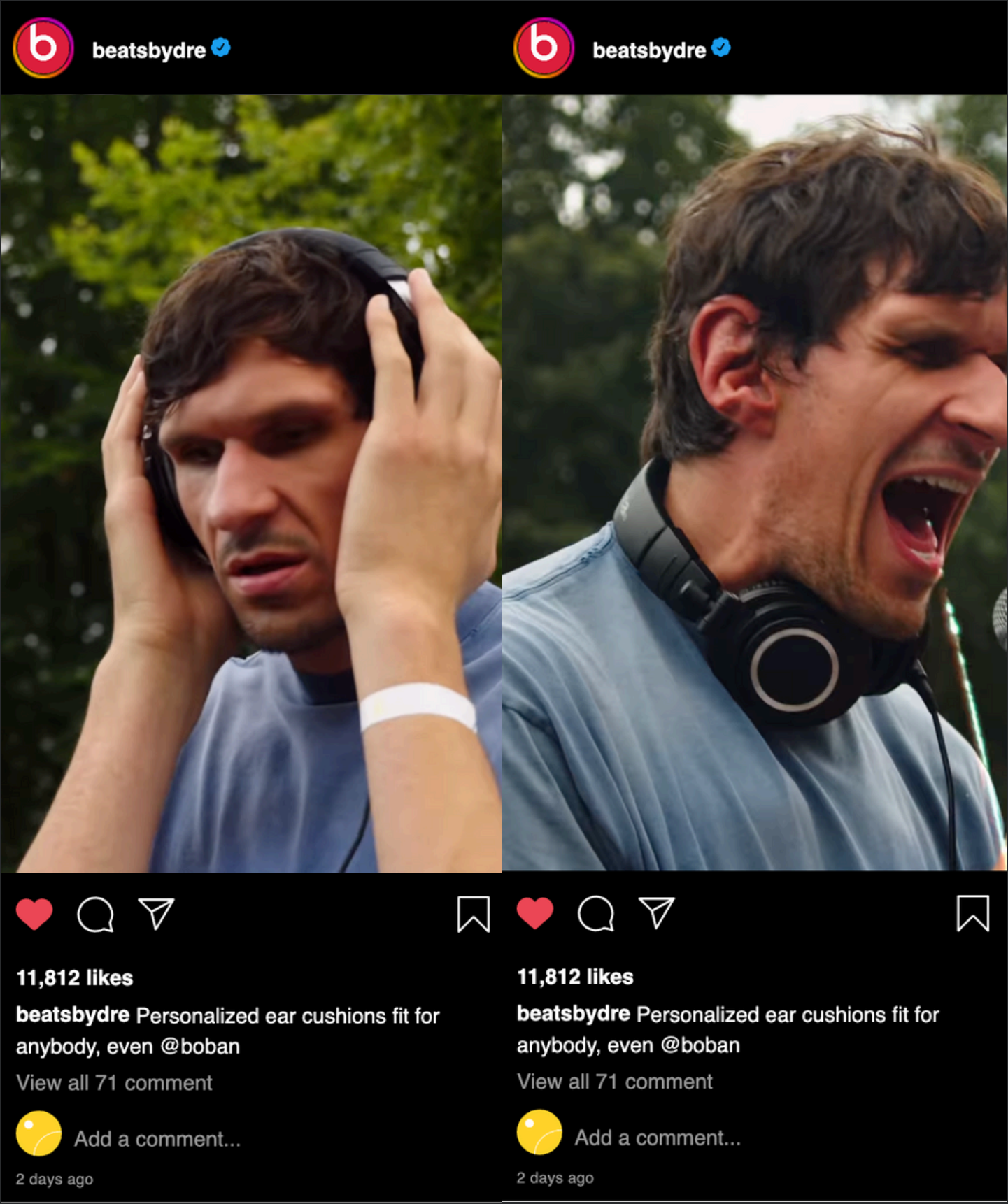
Owned Media  
Lifestyle: Pilates



# Sample Posts: Instagram



Owned Story Post  
Bracket Poll



Owned Media  
Boban



# Sample Posts: Facebook

Owned Media  
Custom Build



\*image modified by FireFly



\*image modified by FireFly

Owned/Paid Media  
Lifestyle: BBQ



# Monitoring & Optimization

## KPIs

- Reach
  - Impressions on Paid Ads
  - Views on Owned Media
- Engagement
  - Likes, Comments, Shares
  - Votes on Story Tournament
- Conversion Rates
- ROAS

KPIs will be used to determine the effectiveness of the campaign and will be evaluated every two weeks.

## Testing

**A/B testing** is the primary method used to evaluate effectiveness. If the KPIs aren't reflecting our **original projections**, we will conduct A/B tests to identify where the difference lies between the predictions and reality.

## Optimization

With the insight gained from A/B testing, we can **identify the pain points** in our methods and adjust our approach to maximize ad spend. Conversely, our insights could reveal activities that are **overperforming**. With this information, we can **allocate more resources** to the avenues that are **yielding the best results**. Overall, raising the **ROAS** is the primary goal, and through monitoring and optimization, we can achieve it.

# Budget

**Marketing Budget**

**\$300,000**

**Content Budget**

**\$100,000**

**Advertising Budget**

**\$200,000**



# Budget: Content

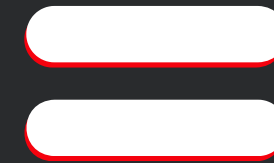
In-House Video Content  
3 Hours (\$7,500/3 hours)  
1 x \$7,500 = **\$7,500**

Influencer Video Content  
3 Sets (\$7,500 each)  
3 x \$7,500 = **\$22,500**



Image Capture  
34 Photos  
X  
\$400  
=  
**\$13,600**

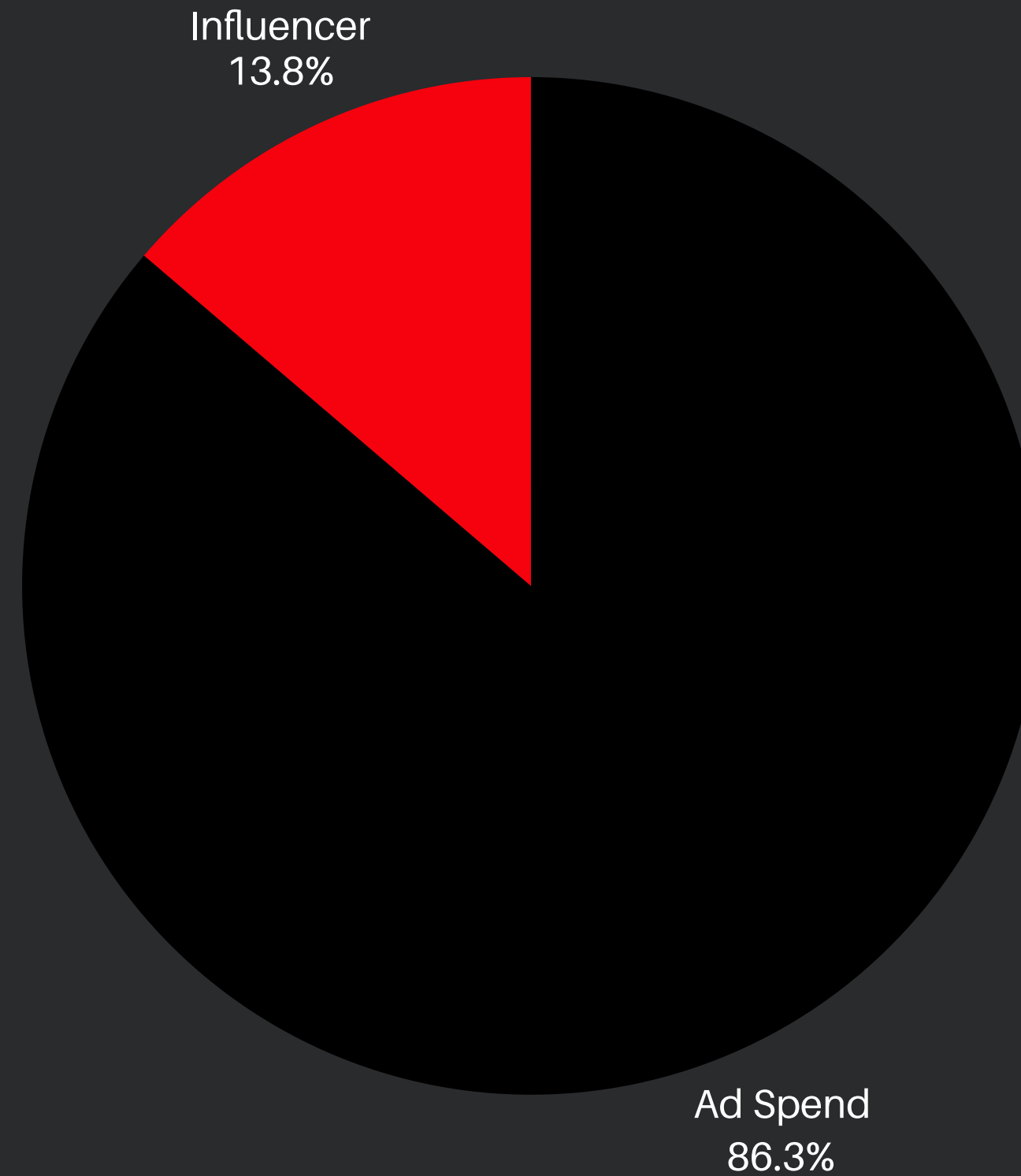
42 hours of Agency Fees  
X  
\$150  
=  
**\$6,300**



TOTAL (1 Month):  
\$49,900  
x 2 months  
= **\$99,800**

# Budget: Advertising

**Influencer**  
**\$27,500**



**Ad Spend**  
**\$172,500**

# Budget: Advertising - \$172,500

 25%

**\$43,125**

Reach:  $(\$43,125 / \$10.55) \times 1,000 = 4,087,678$

Engagement:  $4,087,678 \times 8\% = 327,014$

Conversion:  $327,014 \times 1.5\% = 4,905$

Revenue:  $4,905 \times \$275 = \$1,348,933.65$

$\$1,348,933.65 / \$43,125 =$

**31.28:1**

 50%

**\$86,250**

Reach:  $(\$86,250 / \$12.25) \times 1,000 = 7,040,816$


Engagement:  $7,040,816 \times 7\% = 492,857$

Conversion:  $492,857 \times 2.1\% = 10,350$

Revenue:  $10,350 \times \$275 = \$2,846,250.00$

$\$2,846,250 / \$86,250 =$

**33:1**

 25%

**\$43,125**

Reach:  $(\$43,125 / \$12.25) \times 1,000 = 3,520,408$

Engagement:  $3,520,408 \times 6.5\% = 228,827$

Conversion:  $228,827 \times 2.6\% = 5,949$

Revenue:  $5,949 \times \$275 = \$1,636,109.69$

$\$1,636,109.69 / \$43,125 =$

**37.94:1**

**Beats Studio Pro**  
**\$350**



Average Retail Price  
 $(\$350 + \$200) / 2 =$   
**\$275**



**Beats Solo 4**  
**\$200**

# Budget: Influencers



## Influencer Costs

@Boban 1 IG: \$5,000 + 1 TikTok: \$1,000 = <b>\$6,000</b>	@TBD (based on @jalenjdubwilliams & @evanmoble4) 1 x \$3,000 1 x \$3,000 = <b>\$6,000</b>
@baller.room 2 IG x \$250 = <b>\$500</b>	
@MarisaStyled 1 TikTok = <b>\$750</b>	@MaxwellPearce 1 TikTok = <b>\$500</b>

TOTAL (1 Month):  
**\$13,750**  
x 2 months  
= **\$27,500**

Return (2 months):  
**\$23,000**

Exp. Engagement:  $\$23,000 / .35 = 65,714$

Conversion:  $65,714 \times 2.8\% = 1,840$

Revenue:  $1,840 \times \$275 = \$506,000$

$\$506,000 / \$23,000 =$

**22:1**

Return (2 months):  
**\$4,500**

Exp. Engagement:  $\$4,500 / .30 = 15,000$

Conversion:  $15,000 \times 1.9\% = 285$

Revenue:  $285 \times \$275 = \$78,375$

$\$78,375 / \$4,500 =$

**17.4:1**



# Budget: Summary

**Total Reach**

14,648,902

**Total Engagement**

1,972,553

**Total Revenue**

\$6,415,688.34

**Total ROAS**

32.1:1

# Conclusion

The **#BuildYourBeats** campaign is expected to generate a total revenue of **\$6,415,688.34**, along with **14,648,902 impressions** and **1,972,553 engagements**, all at a **ROAS of 32.1:1**. Through the celebration of every Beats user's unique style, a deeper connection with the brand can be built.

With your approval of a **\$200,000 advertising** and **\$100,000 content budget** to launch this campaign, we can reinforce the ultimate goal of bringing the luxury listening experience of a studio to music, sports, and lifestyle fans wherever they are, whatever they're doing.

## MARKETING CAMPAIGN FRAMEWORK

Name:\_\_\_Nicolas Wiles\_\_\_\_\_

Client:\_\_\_\_Beats by Dre\_\_\_\_

Goal/Mission:

Bring the luxury listening experience of a studio to music, sports, and lifestyle fans wherever they are, whatever they're doing.

SMART  
Objective:

Generate \$5 million in revenue in the 3-month period of April, May, and June 2026

Audience:

NBA Fans

"Double Daughter Dad Daryl" (Male, 40-50): Busy dad reclaiming his 'cool'

"Courtside Chloe" (Female, 25-35): Blend fashion, fitness, and fandom

"Wired Headphones Wilson" (Male, 18-24): All day music for an all-around guy

Strategy:

Product Extension: Customized Ear Cushion Sizes and Colorway Combos

Big Idea:

#BuildYourBeats

Communication  
Objectives w/  
Themes:

TOFU: Awareness

MOFU: Engagement

BOFU: Purchase

Boban

Lifestyle

Story Poll Build

Fan Repost  
Competition

Build Your Model  
Online Today

Visit Your Local  
Apple Store

Channel Plan:

IG

FB

TT

Influencers

Measurement:

Impressions

Website Traffic

Engagements

Revenue Generated

ROAS