

INSPIRATION CAMPAIGN

GTM CREATIVE REVIEW

JUNE - OCTOBER ACTIVITIES | 09.19.12



INSPIRATION

OBJECTIVES

REVIEW THE INSPIRATIONS CAMPAIGN TO INFORM THE CREATIVE APPROACH AS WE MOVE INTO FALL/HOLIDAY AND 2012 CAMPAIGNS

CONSIDERATIONS

GTM STRATEGY

PERFORMANCE

LOOKING FORWARD


GTM OVERVIEW

INSPIRATION GTM STRATEGY

Communicates our brand positioning, audience, promise, defines principals, identifies priorities, our approach, activities and ultimately determines the how we tell Inspiration story to the world.


[CLICK HERE TO DOWNLOAD FULL GTM DOCUMENT](#)

INSPIRATION 2012 LAUNCH PLAN




<p>Objective:</p> <p>Position Inspiration as the most advanced premium noise-cancelling headphone with fashion inspired interchangeable headbands.</p> <p>Our Audience:</p> <p>Emphasize Noise Cancelling in Travel channels & Customization in Lifestyle channels. WW Launch – Localized by region</p>	<p>Seeding: 6/1 ></p> <p>Placement with tech & bloggers, Emerging Artists, & Key Influencers. Events incl FWeek, MTV, VMA's Select Travel Influencers.</p> <p>PR: 5/1</p> <p>Lifestyle/Travel Mainstream media Launch Press Event with partners Digital PR Kits with Lookbooks Event and Partner News</p>	<p>Advertising: 7/1</p> <p>Print in Music/Fashion/Biz pubs Online direct to Microsite/Retailers Outdoor/Mall direct to Retailers Coop Ad Toolkit.</p> <p>Digital: 6/1 ></p> <p>Micro-site with customization Digital Marketing Toolkits Un-boxing videos Demo & Lifestyle videos</p>	<p>Social: 7/1</p> <p>Facebook Your-Style photo opp Excl content – Music/Fashion co-labs Choose "who's next" promotions Twitter Music/Fashion Latest.</p> <p>Retail: 6/1 ></p> <p>M5, Staff & Demo training Retail Marketing Tool Kits POS Fixtures & Video</p>	<p>Partner: 9/1 ></p> <p>Align with leading Innovators Create custom partner headbands Launch as retail exclusives.</p> <p>Events: 7/1 & 9/12</p> <p>Launch events with Retailers Partner MTV Movie Awards CE Week NYC Fashion Week NYC Art Basel Miami</p>
---	--	---	--	--

// OUR CAMPAIGN APPROACH

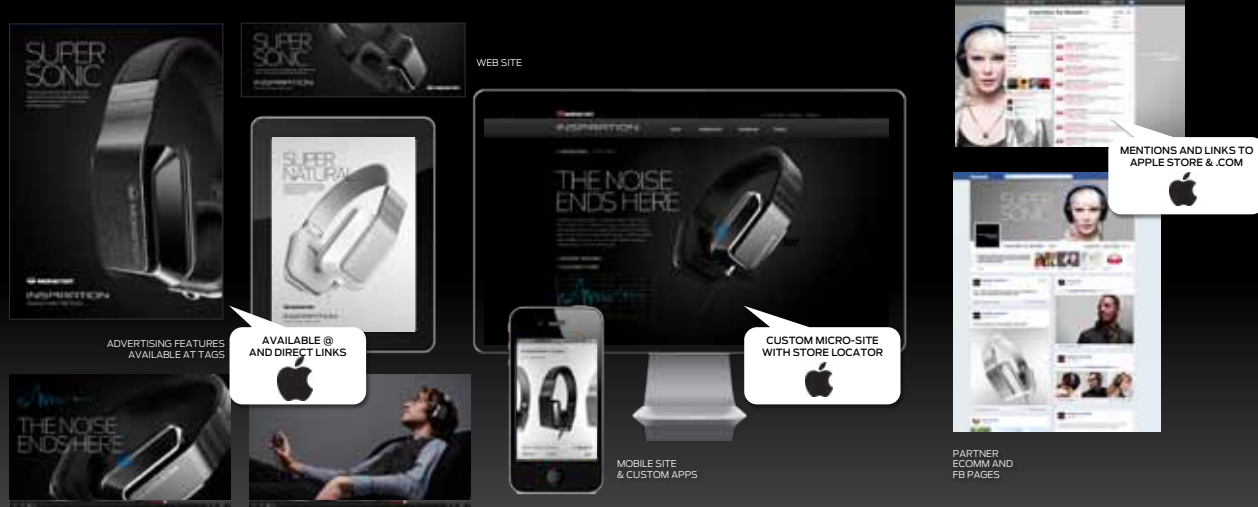


PRINT	DIGITAL TABLET	DIGITAL & MOBILE	OOH & TRANSIT
-------	----------------	------------------	---------------

PHASE 1 INSPIRED PRODUCT CAMPAIGN



DIGITAL BRAND CAMPAIGN INTEGRATED PRODUCT CAMPAIGN FOCUSES ON PERFORMANCE



ADVERTISING FEATURES AVAILABLE AT TAGS

AVAILABLE @ AND DIRECT LINKS

WEB SITE

MOBILE SITE & CUSTOM APPS

CUSTOM MICRO-SITE WITH STORE LOCATOR

MENTIONS AND LINKS TO APPLE STORE & .COM

PARTNER ECOMM AND FB PAGES

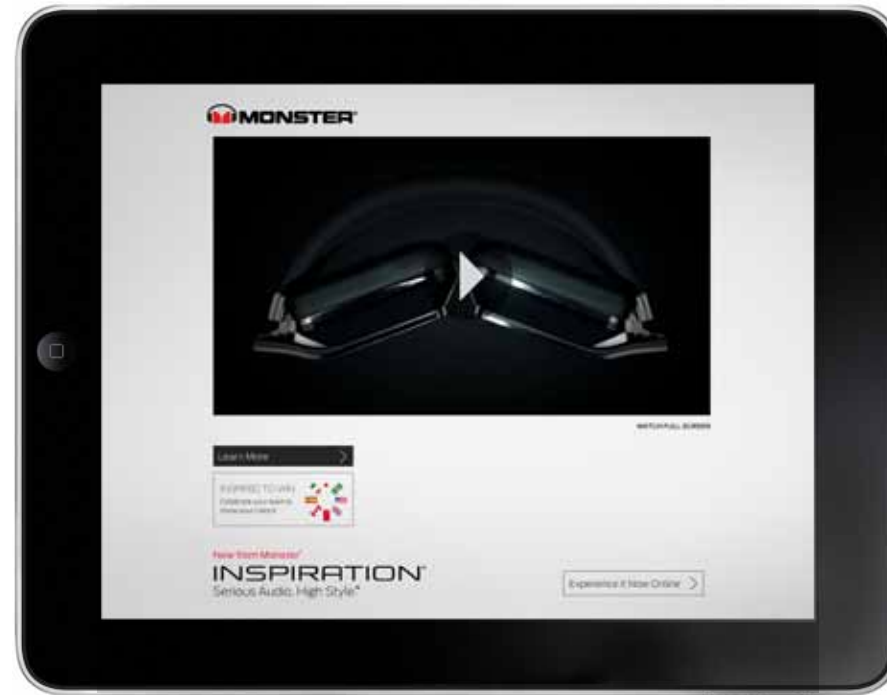
PRINT ADS

HEMISPHERES PRINT - JULY

A last minute opportunity for a full spread in the Hemispheres (In Flight) Magazine. At Monsters request we leveraged this to start promoting the selection of finishes, headbands and specifically promote the Olympic collection.



HEMISPHERES MOBILE – JULY



Included in the buy was a mobile version of the ad as well, where we able to tell the larger Inspiration story. This Included a full features list, product video, promoted the Olympic headband collection and link to the website.

WIRED PRINT - AUGUST

Wired provided us the best print touch point for our New Professional male. We lead with the SUPER SONIC message and teased the audience with interchangeable headbands.



WIRED MOBILE - AUGUST

The mobile counterparts to the print unit we hope prove most effective in driving traffic to the website.



WIRED PRINT - SEPTEMBER

For Fall we released our SUPER NATURAL story as a segway to start gaining awareness from the tech female audience and drove traffic to our retail partners. We think teasing the headband collections in this context will be better suited, as the website is now set up to present a better experience around the selection of finishes and headbands.



WIRED MOBILE - SEPTEMBER

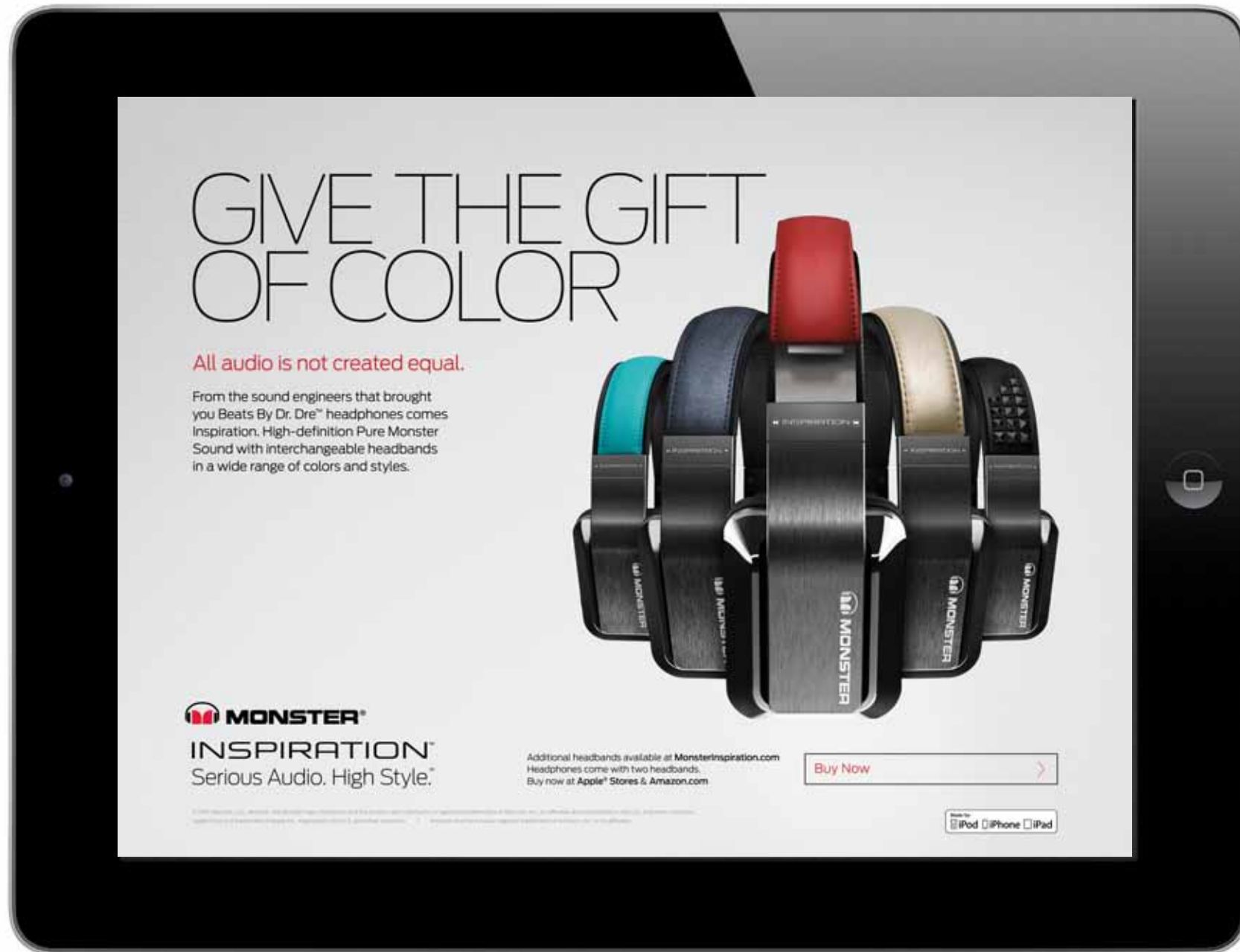


WIRED PRINT – OCTOBER

For October leading into November gifting season we begin more direct language for the consumer to understand the selection and benefits of the product at first glance. We follow this up with product differentiation messaging around the “Beats” engineering the leverages learning from advertising testing we did in late summer.



WIRED MOBILE - OCTOBER



NYC OOH

WALLS, MURALS & PANELS

To support the launch at Apple Stores and J&R and CE Week, we dominated Soho and Chelsea districts of Manhattan with Inspiration. Product was king in key areas near retailers and hotels while considering the stylish audiences that reside in these areas.



WILDPOSTINGS

Provided key visibility to audiences at transition areas in these districts.
The creative provided a sophisticated and striking difference to the typically loud and vibrant nature that clutters these sidewalks and stairwells.



STATION DOMINATION

The whole Inspiration story unfolded at Broadway & Lafayette subway station. It offered the opportunity to unveil the product differentiation on a large scale and also put in the context of lifestyle.



DIGITAL ADS

DIGITAL ADS FOR LAUNCH

CLICK IMAGES TO VIEW MEDIA

To create demand and awareness at launch we created a consistent message online at key destinations for new professionals, travelers, tech-culture enthusiasts and style conscious males. Our creative focused on the SUPER SONIC product message, leaned on style where palatable and leveraged our video experience.



EXPANDABLE GAWKER



LARGE GAWKER



VERGE & FAST CO.



EXPANDABLE ESQUIRE



HYPEBEAST



VERGE TAKEOVER

PERFORMANCE

LEARNINGS

Needed a stronger CTA to drive to website

Video segments create a passive interaction rather than strong engagement

Advertorials are more successful than anticipated

Style conscious males were not responding well to the style focused product messages

DIGITAL AD TEST

We tested different messaging and creative approaches to increase CTRs and help inform on further advertising going forward .



COPY

SUPER NATURAL

We believe that not all audio is created equal.

And that's why we engineered the sound of Beats by Dr. Dre®.

So now we're introducing a new level of premium audio.



COPY

SUPER SONIC

IT'S PURE MONSTER SOUND

JUST YOU & YOUR MUSIC TAKEN TO A HIGHER LEVEL



COPY

EXPRESS YOURSELF

Tune your style with pure Monster sound.

High definition audio with interchangeable headbands

Switch styles almost as easily as you switch tracks.

Get your music on your terms.



COPY

SUPER NATURAL

IT'S PURE MONSTER SOUND

JUST YOU & YOUR MUSIC WITH NOTHING IN BETWEEN

PERFORMANCE

LEARNINGS

Beats Messaging out performed other messaging 4 to 1.

The White on White creative had the most mass appeal.

Headband selection focused creative did not perform well.

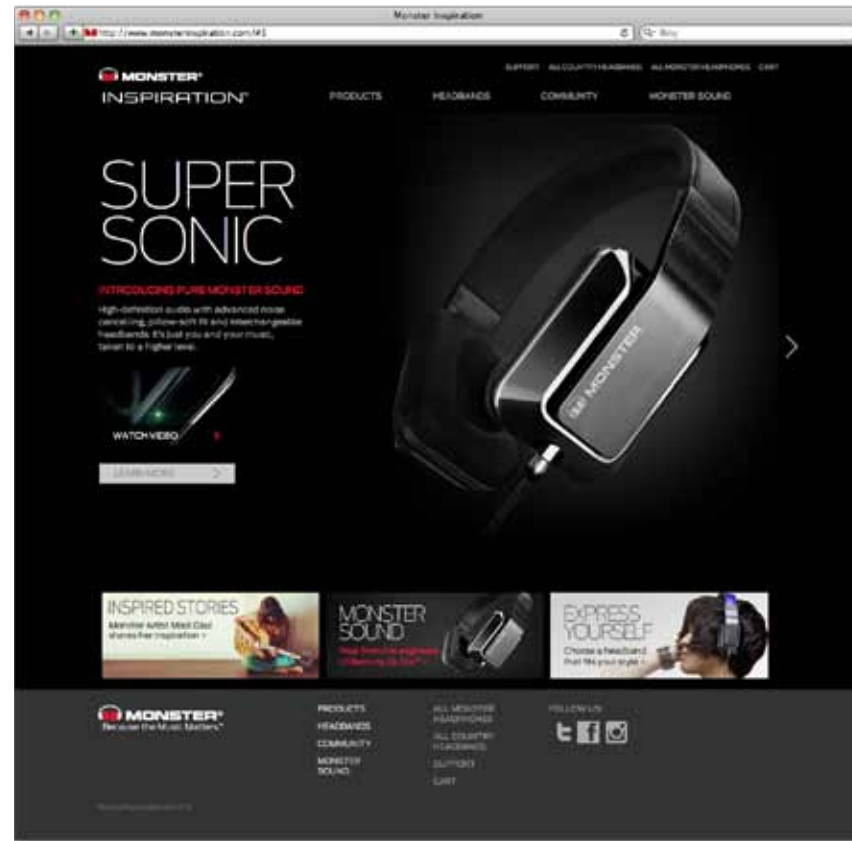
WEBSITE

INSPIRATION WEBSITE

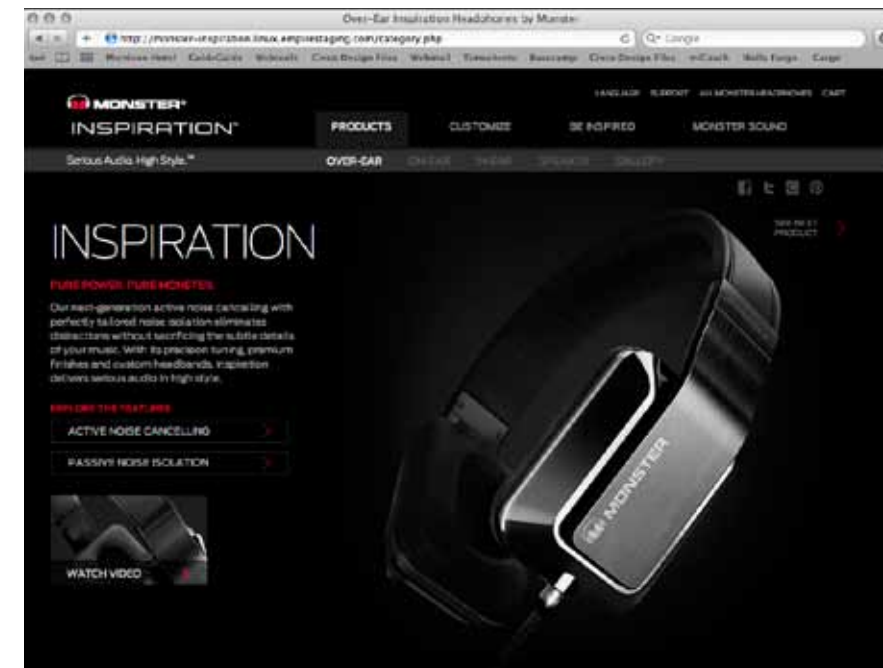
[CLICK HERE TO LAUNCH CURRENT BUILD](#)

This is Inspiration's ultimate experience to educate, engage, entertain, develop a community and destination to purchase. All traffic from the campaign is driven here.

LANDING



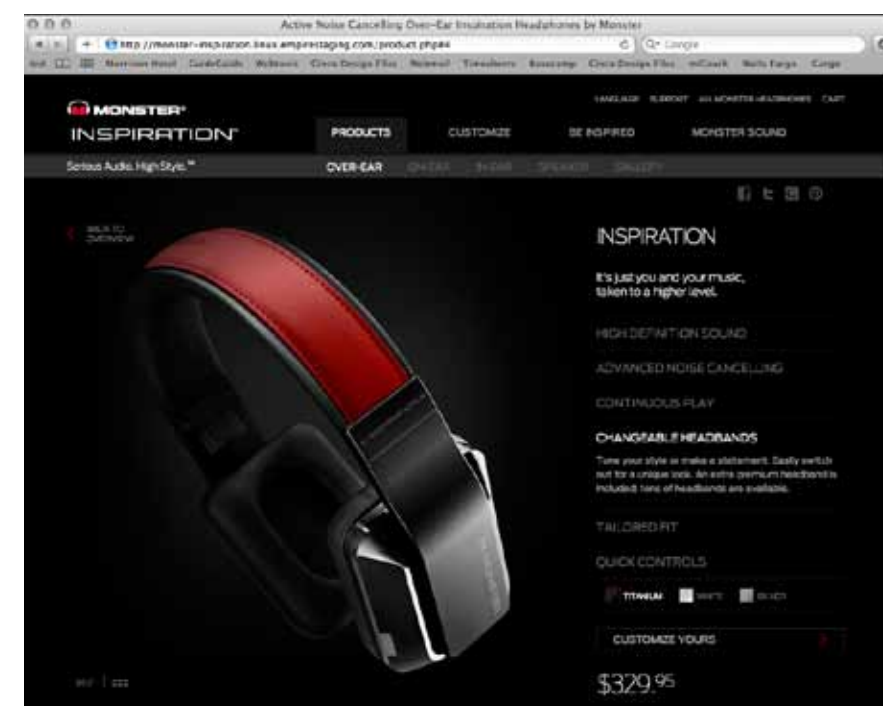
PRODUCT LANDING



PRODUCT LANDING - TABLET



PRODUCT DETAIL



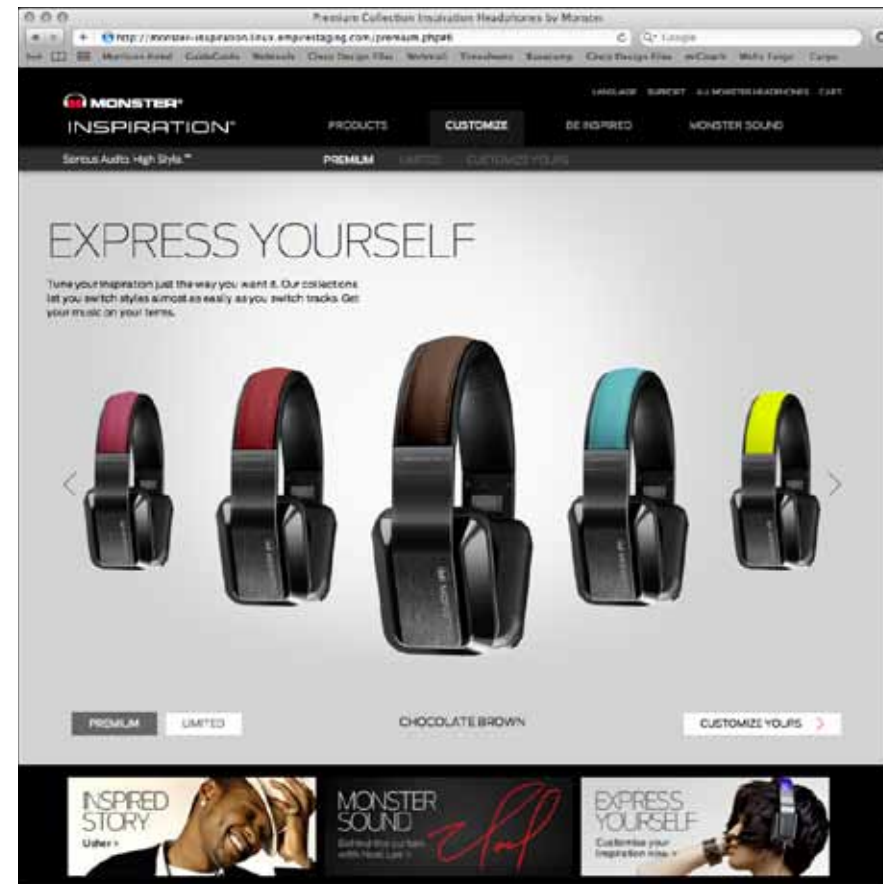
PRODUCT LANDING & DETAIL - PHONE



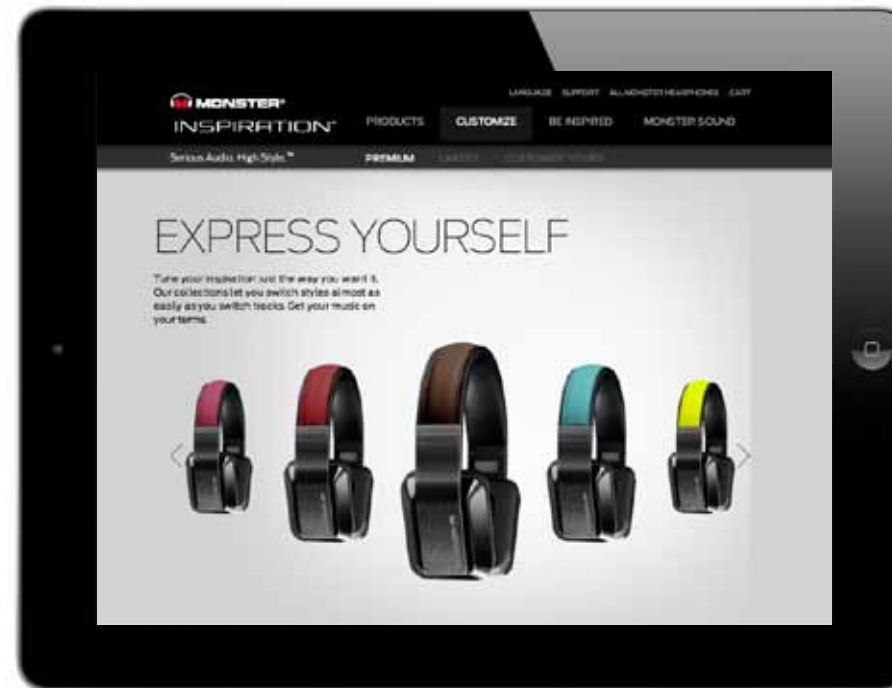
INSPIRATION WEBSITE

[CLICK HERE TO LAUNCH CURRENT BUILD](#)

HEADBAND LANDING



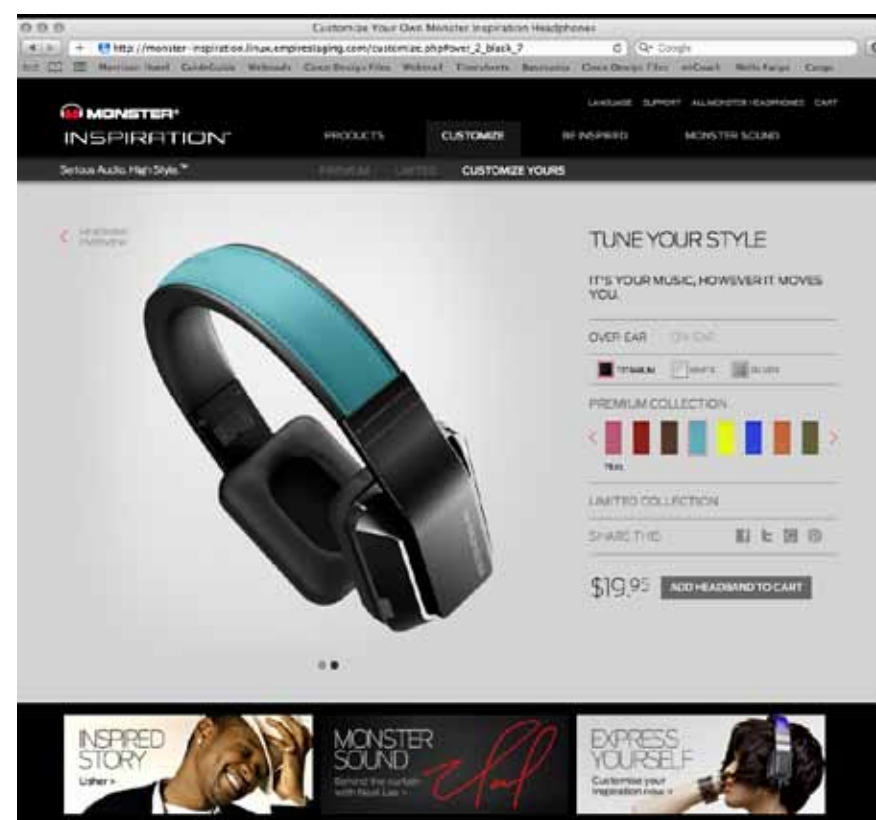
HEADBAND LANDING - TABLET



HEADBAND LANDING - PHONE



HEADBAND DETAIL



HEADBAND DETAIL - PHONE

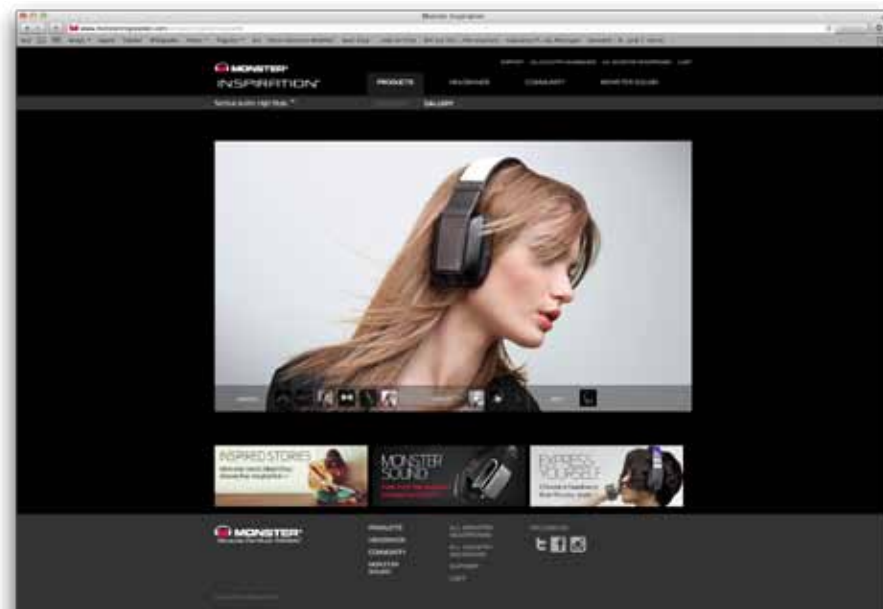


INSPIRATION WEBSITE

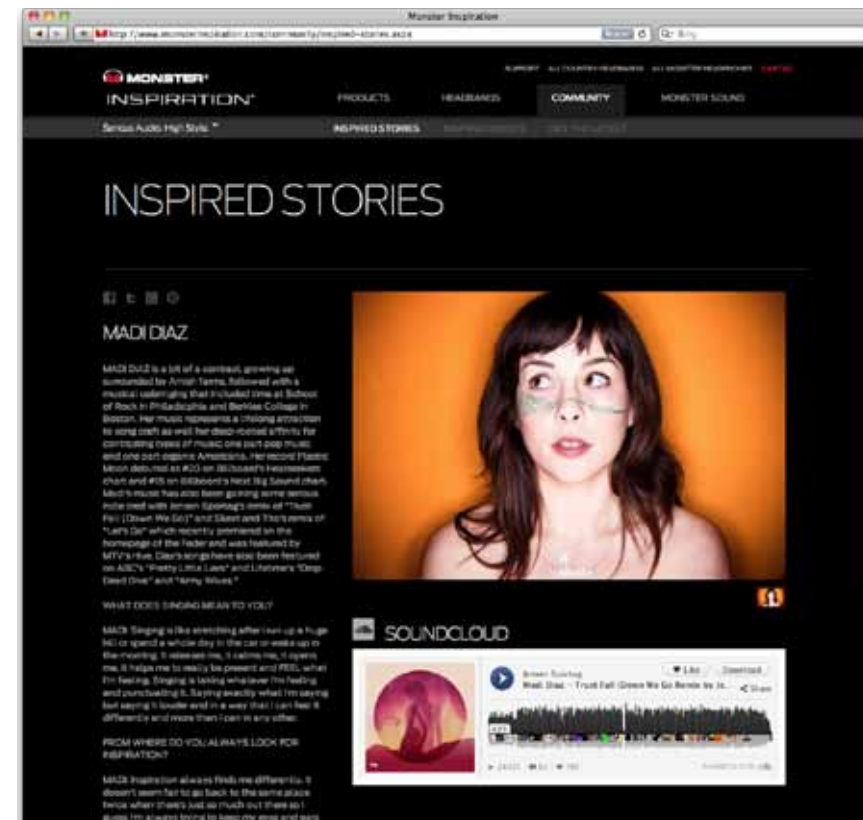
[CLICK HERE TO LAUNCH CURRENT BUILD](#)

Inspiration website provides many platforms to engage a community, drive to purchase and elevate the Monster story.

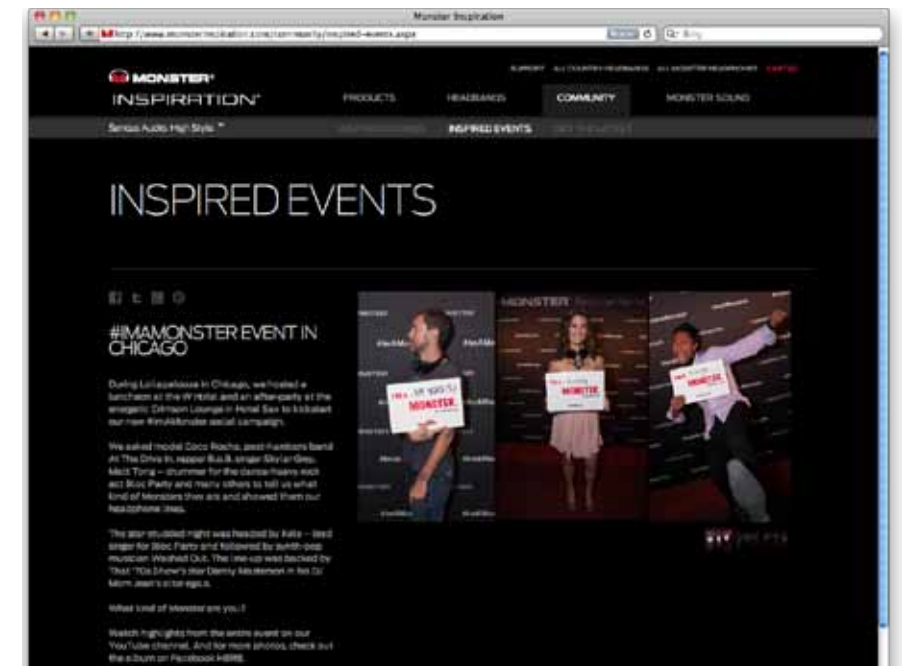
GALLERY



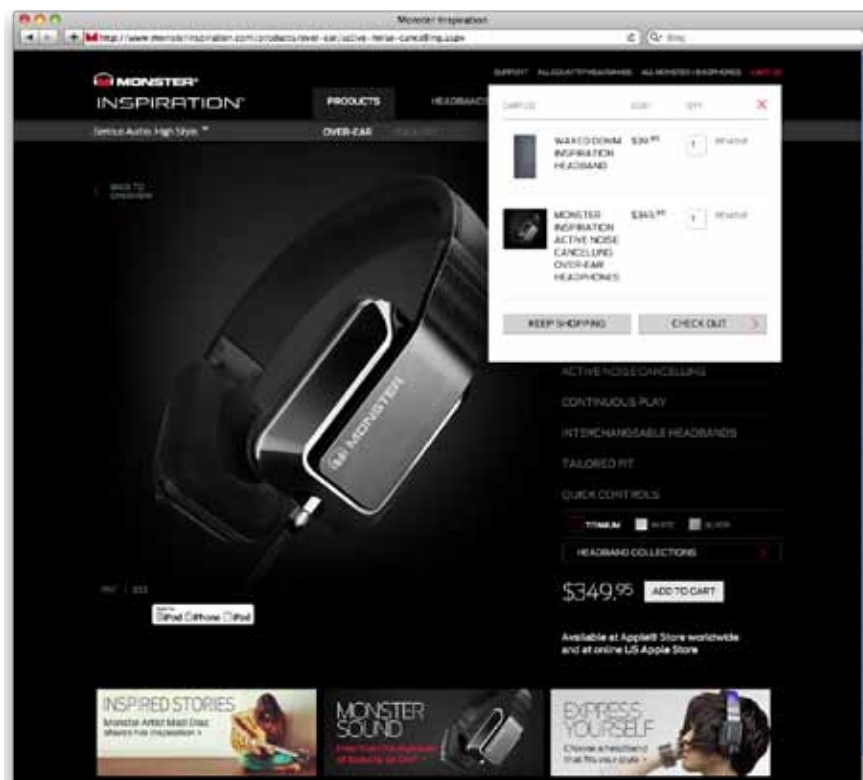
COMMUNITY



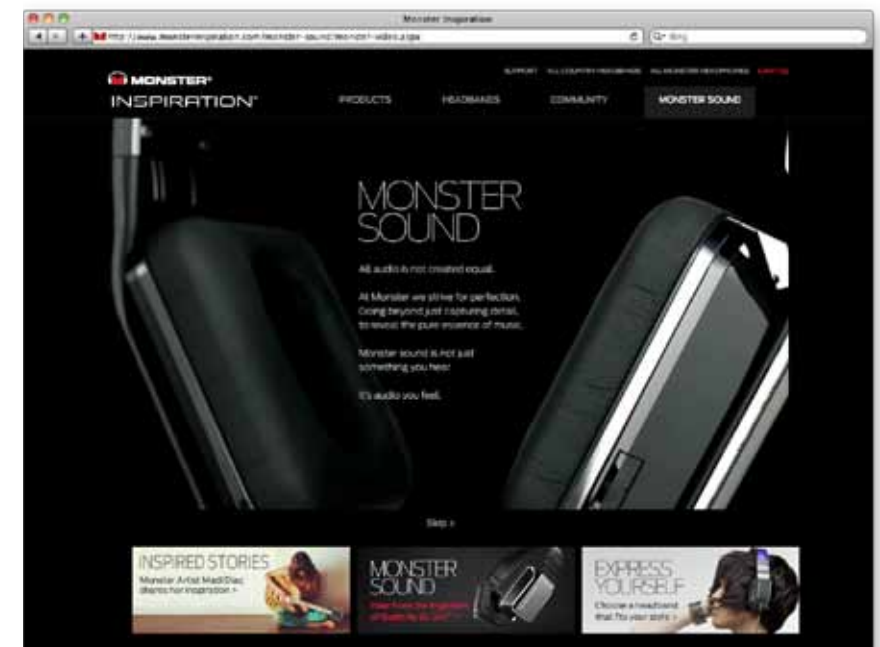
EVENTS



CART



MONSTER SOUND



VIDEOS

INSPIRATION VIDEOS

[CLICK HERE TO LAUNCH SUPER SONIC VIDEO](#)

In world in constant motion, video can be one of the most effective ways to tell the product story, tell the Monster and tell the lifestyle story. It can be leveraged from In-flight pre-roll to retail demos to main screens at events to shared clip that has an unending reach. Our videos are working really hard for us, need to make sure they are working in the right ways.

AIRLINE PREROLL



SUPER SONIC



JET SET



SUPER NATURAL



PRODUCT KITS

PRODUCT KITS

VIP KITS

Use these to intrigue potential partners.



PRESS KITS

Use these as a introduction to the product for key influencers.



MOVING
FORWARD

AS WE GO INTO FALL/HOLIDAY AND 2013...

**CONTINUE TO GENERATE AWARENESS
TO OUR CORE DEMOGRAPHIC**

**CREATE MORE OPPORTUNITIES FOR
TARGETED CONSUMER ENGAGEMENT
TO BUILD A COMMUNITY AND CREATE
AMBASSADORS**

DRIVE TO RETAIL

**EXPAND THE STYLE STORY
AND SELECTION STORY**

**CONTINUE TO ELEVATE
THE MONSTER BRAND**

QUESTIONS:

WHEN ARE OTHER PRODUCTS
EXPECTED TO LAUNCH?

HOW ARE SALES?

HOW ARE THE RETAILERS RESPONDING
TO INSPIRATION?

WHAT ACTIVITIES ARE HAPPENING IN THE EU?

HOW WERE SALES OF THE
OLYMPIC HEADBANDS?

HOW IS CES PLANNING?

UPCOMING DATES

11/5

VERGE

REVIEW 10/29

11/14

URBAN DADDY QUESTIONNAIRE

COPY REVIEW 11/05

11/16

AOL

REVIEW 11/7

11/21

VALUECLICK

ESQUIRE

HYPEBEAST

URBAN DADDY

WIRED

REVIEWS 11/13

11/23

URBAN DADDY EMAIL SPONSORSHIP

REVIEW 11/14

(THIS IS CONTINGENT ON WHEN THEY PROVIDE THE COPY)

11/27

VERGE

REVIEW 11/16

CHEERS!