

FAVORITE PRODUCT ANALYSIS

By: Cayla Williams

AGENDA

Favorite Product

Why is it the favorite?

How to use it?

Where do you purchase it?

Four Ps of marketing

SWOT Analysis

Advertisement



FAVORITE PRODUCT

When I was first asked what my favorite product is, I was stumped. Initially, I thought I didn't have a favorite product because I use a lot of products every day, and I wouldn't consider one in particular to be my favorite. So, I started to think about the things I reach for every day.

Cayla Williams





FAVORITE PRODUCT

My favorite headphones are the Sony WH-1000XM4
(or for short the Sony XM4)



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WHY? - COMFORT

One of the reasons why these headphones are my favorite product is because of the comfort they provide. They are extremely lightweight and comfortable to wear, to the point where it almost feels like I'm not wearing anything on my head. The ear pads are spacious and cover my entire ear, which means I can wear earrings without any discomfort. The headband is also soft and cushioned, providing the same level of comfort as the ear pads.

WHY? - COLOR

The color of the product is also one of the reasons why I like it so much. Sony offers it in black, blue, and silver, and I personally chose the silver option. The color is a beautiful blend of pastel gray and cream, which I find very pleasing. It's a simple yet aesthetically pleasing color that I love.



One of my favorite and most frequently used features of these headphones is the noise-canceling feature. It comes in handy when I'm studying in the library, sharing a room with my roommate, or walking outside and I don't want any distractions. The headphones have a touch sensor on the side that allows me to control the music playback, adjust the volume, and skip or go back on songs. This feature is especially useful when my phone isn't within reach.

In public places, I like to keep the "speak-to-chat" feature on. When someone approaches me to start a conversation, the headphones pause the music automatically with the sound of my voice alone, allowing me to hear the person without having to manually pause or remove my headphones.

FEATURES

noise canceling | touch sensor controls speak-to-chat



When I'm doing homework, I like to listen to music. If I'm in the library and working on an assignment that requires me to listen to a video, the dual device pairing feature on these headphones comes in handy. It allows me to switch seamlessly between devices and listen to my music and videos effortlessly. These headphones can connect to two Bluetooth devices simultaneously.

Moreover, the battery life on these headphones is amazing. While they advertise a 30-hour battery life, I've personally found that they last much longer than that on a single charge. I can use them for up to two weeks every day without having to recharge them, and there's still plenty of battery life left.

Finally, I love the wireless feature of these headphones. It allows me to move freely and do different tasks without being tethered to my phone by a wire.

FEATURES

dual device pairing | long battery life | wireless



DAILY USE

I use these headphones frequently in my daily life. As a student-athlete, I often travel during the season, and these headphones have proved to be useful on long bus rides and flights. I also use them while working out in the gym, watching movies in bed, doing work in the library, or taking walks. Essentially, I use them almost everywhere, any chance I get.

Cayla Williams



An aerial photograph of a city skyline, likely Chicago, featuring numerous skyscrapers and a large body of water (Lake Michigan) in the background under a cloudy sky. The text 'MARKETING MIX (4 Ps)' is overlaid in large white letters across the center of the image.

MARKETING MIX (4 Ps)

PRODUCT

The product being marketed to the target audience is the Sony XM4 wireless noise-canceling headphones. It offers a great listening experience with its numerous features. According to Sony, the target audience is individuals between the ages of 30 and 49 who seek a high-quality listening experience. However, in my opinion, this product can also sell well to college students and people who frequently go to the gym.



PRICE

A product similar to the Sony XM4 is the Bose 700. In comparison, "The Sony XM4 has better noise isolation performance and a longer continuous battery life. They also offer more talk-through controls, making them ideal for users who want to stay aware of their environment while listening."

The Sony XM4s are priced at around \$350, while Apple's AirPods Max sell for \$549, the Bose 700 sell for \$379, and the Jabra Elite headphones sell for \$210. Compared to other noise-canceling headphones, Sony headphones are priced in the middle. In my opinion, this is a reasonable price for the quality of the product. Sony sells its product both online and through retailers, which works well for them because their target audience shops in both places.



PROMOTION

Sony implements various sales promotion strategies, such as offering free samples, discounts, coupons, scratch cards, and early bird prizes, to entice potential customers. Additionally, they extensively utilize social media platforms for their marketing strategies and promotions. Collaborating with celebrities to promote their products is also a part of their marketing approach. In my personal experience, I first learned about this product through TikTok approximately a year ago, which suggests that Sony's marketing strategies are effective.



PLACE

I purchased my Sony headphones from Sony's website, but they also have them available at Walmart, Target, Best Buy, GameStop, and Amazon.



SWOT ANALYSIS

Strengths | Weakness | Opportunity | Threat

Strength

In my opinion, the Sony XM4 headphones have several strengths, including their noise-canceling capabilities, sound quality, battery life, and smart control features. However, they also have some weaknesses, such as the inability to use the USB-C port for audio, limited 360 Reality Audio, and a design that is very similar to the XM3s, which may deter some people from upgrading.

Weakness

While Sony's current campaign targets people aged 30-49, I believe they could broaden their customer base and increase profitability by targeting individuals between the ages of 18 and 49. This could potentially attract more customers to the product.

SWOT ANALYSIS

Strengths | Weakness | Opportunity | Threat

Opportunity

Sony's advertising budget is primarily spent on digital and national TV, as well as online and print media. The headphones are manufactured in Malaysia, which may be less cost-efficient than if they were produced in the US.

Threat

One of Sony's main threats is competition from other companies that sell noise-canceling headphones. Competitors such as Apple, Beats, and Bose are all vying for the same customers, posing a challenge for Sony.

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Sony has done a great job of creating advertisements that sums up what we have outlined in this product analysis.

Click the image to watch the advertisement and see for yourself!

