

Resprana: Marketing Plan

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Agenda

01



About Us

What is Resprana, and what are we doing?

02



Research Overview

What we looked at, who we talked to, and why.

03



Target Markets

Who *specifically* are we trying to reach?

04



Brand Positioning

How can we capture these markets?

05



Marketing Channels

Where can we reach potential customers?

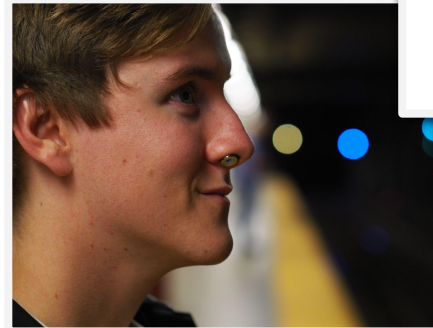
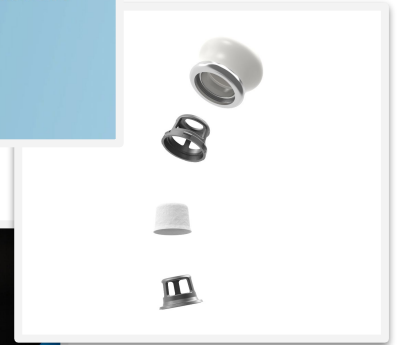
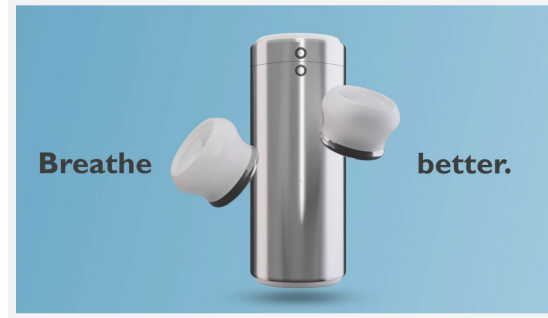
What is Resprana?

01



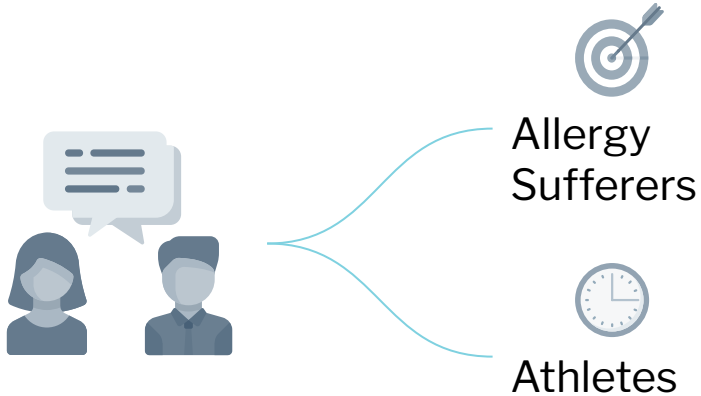
Company Overview

- Resprana produces the **Duos**, a **personal air filtration product** that provides “***protection like no other***”
- **Duos** are “***easy to carry, easy to refill***”, and they offer a **stylish** and **comfortable** solution that you can **wear whenever and wherever**

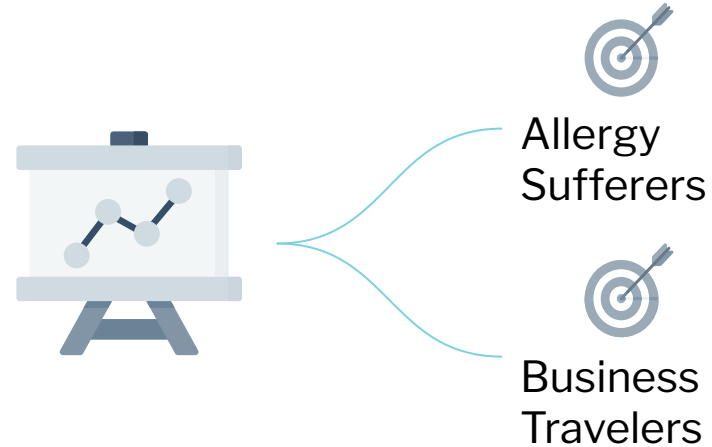


Our Journey

Sprint 1: Customer Discovery



Sprint 2: Research & Marketing Plan





Research Overview

02

Allergy Sufferers Research

Demographic Data

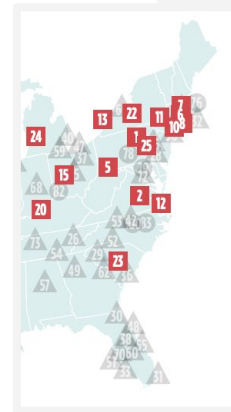
- Symptoms of seasonal allergies peak in younger adults
- States on the East Coast have relatively more allergy capital

Annual Spending

- GenZ and Millenials spend the most on allergy medications yearly
 - \$390 and \$353 respectively
- Men spend twice as much as women on medications (on average)

Trends

- Rhinitis is becoming more common globally
 - Climatic and environmental changes
- North America accounts for the largest share of the global allergy treatment market



Allergy Sufferers Market Sizing

Key Statistics

- 19.2M adults were diagnosed with hay fever in the last year
 - 7.7% of the adult population
- 26% of adult allergy sufferers used a combination of medications in 2021

United States

- 76.1M 18-34 year olds
 - Equates to 6M allergy sufferers
- 1.5M used a combination of medications
 - Capture 5% = **75,000** 18-34 year olds

East Coast (7 States)

- Around 11M 18-34 year olds
 - Equates to 900,000 allergy sufferers
- 225,000 used a combination of medications
 - Capture 5% = **11,250** 18-34 year olds

Business Travelers Research

Demographic Data

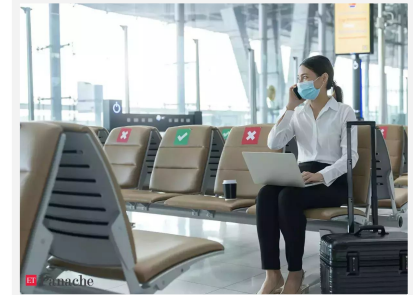
- Typical traveler is a 30-49 year old male working in a professional, managerial, or technical position

Trends

- By 2024, business travel will have surpassed pre-pandemic levels
- Air pollution levels in the Middle East (fastest growing business travel destination) were cited to be extremely hazardous

Trip Data

- United States Business Travelers stayed approximately 5 nights abroad
- Majority of the business travelers travel between 3-4 times per year



Business Travelers Market Sizing

Key Statistics

- Majority of business travelers travel between 3-4 times per year
- (Concerning flights to the Middle East) Boeing 777 has 310-380 passengers

European Market

- 808,000 business arrivals to the UK from the US
- Comparable statistics for other countries (ex. Germany ↑, France ↑, Italy ↓)
 - 808,000 per country/3 trips = **270,000** business travelers

Middle Eastern Market

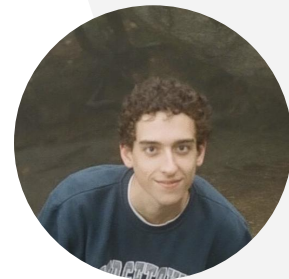
- Approximately 12% of flights are business travelers
- Emirates trips US to Dubai
 - 100 flights/week x 52 weeks/year x 345 people per plane x 12% business travelers = **215,280** business travelers

Target Markets

03



Allergy Sufferer: Thomas



Background

- 20 year old male who suffers from hay fever (seasonal allergies)
- Lives in a suburb outside of Washington, DC

What He's Tried

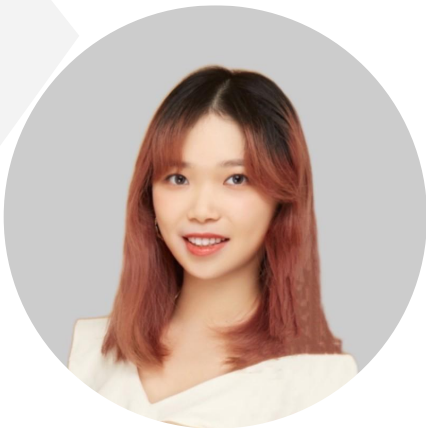
- Spends \$200+ on medications
- Uses Zyrtec daily but sometimes forgets to take medication
- Noticed his mask helped alleviate symptoms during the pandemic

Lifestyle

- Very active, loves to hike and run outside
- Student who needs to be able to focus through his classes

Challenges

- Suffers from “embarrassing” allergy induced inflammation when he forgets medicine
- Occasionally experiences side effects of the medication



“I once did not realize I had not taken my medicine until I started coughing.”

- **Betsy, Allergy Sufferer**



“I have to take medication everyday but I am scared of building a tolerance and of what the pills are doing to my body.”

- **Lina, Allergy Sufferer**

Business Traveler: Omri



Background

- 34 year old male working in the retail industry
- Lives in Tel Aviv
- Married with 1 young child

Challenges

- Receives air-quality notifications on his phone
- Does not enjoy traveling when air quality is poor

Lifestyle

- Takes multiple business trips to China and the US each year
- Health-conscious
- Family-oriented

What He Needs

- To be healthy during the entirety of his trips
- Not to worry about air quality in new locations



“I am sensitive to air quality. I want to enjoy the new city I am in rather than thinking about the air pollution every time I travel.”

- **Omri, *Business Traveler***



“I take many precautions before I travel. I want to stay healthy throughout the trip.”

- **Ben, *Business Traveler***



Brand Positioning

04

GenZ & Millennial Characteristics

- Want to understand a company's mission and purpose
 - “What is it actually trying to build for us as a society?”
- Look for an emotional connection with brands
 - Desire authenticity and individuality
 - Look for items and brands that will set them apart
- Trust in brands is influenced by product quality
 - Purchase items that will last



Positioning Resprana



Empowering

Be free to breathe clean air, no matter where you are.



Reliable

High quality materials mean you can count on Duos.



Bold

Be unique. Be a trendsetter with Duos.

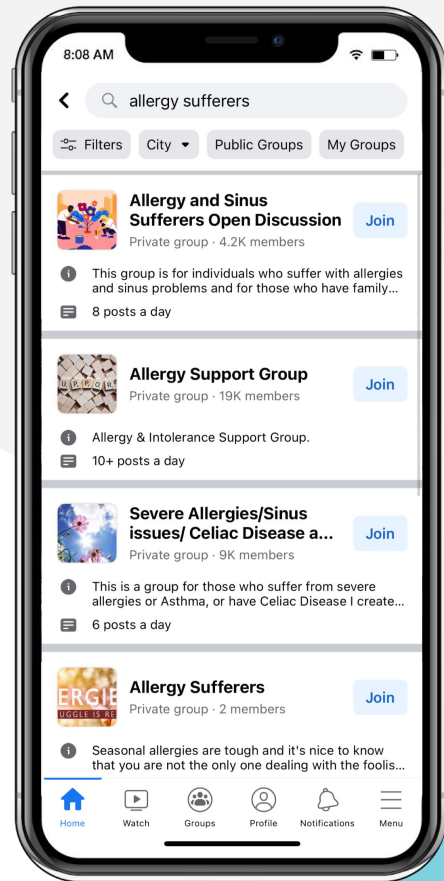
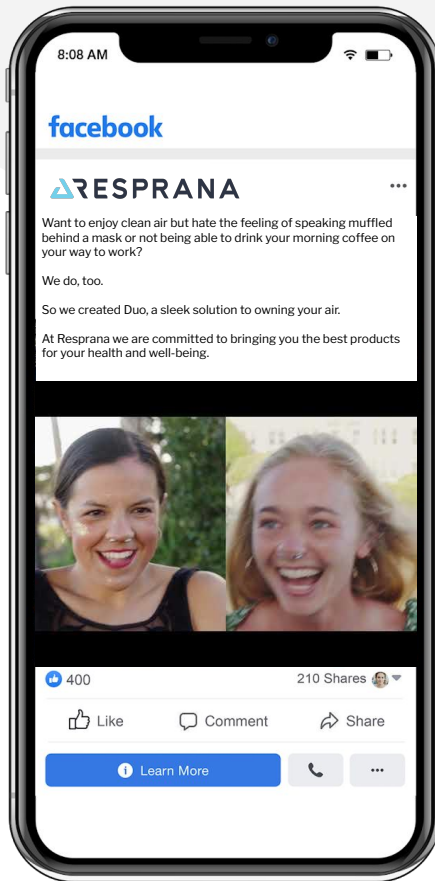
Marketing Channels

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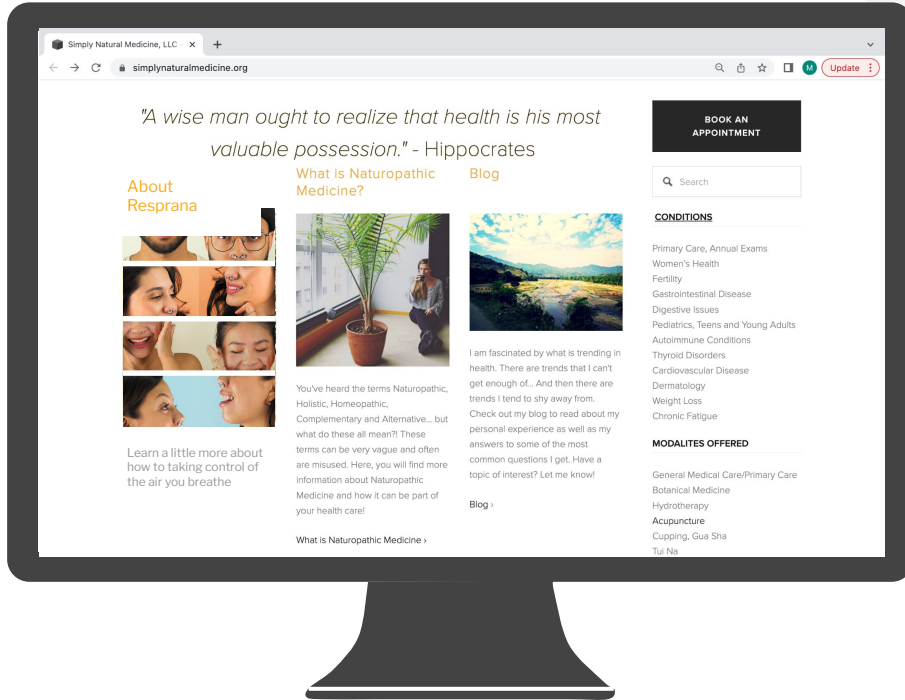


Facebook

- “Allergy” interest has audience of 112M users
 - 45% are 18-34
- Target based on age, location, and interests
- Run more ads during:
 - February - May
 - Pollen season
 - August - November
 - Ragweed season



Homeopathic Blogs



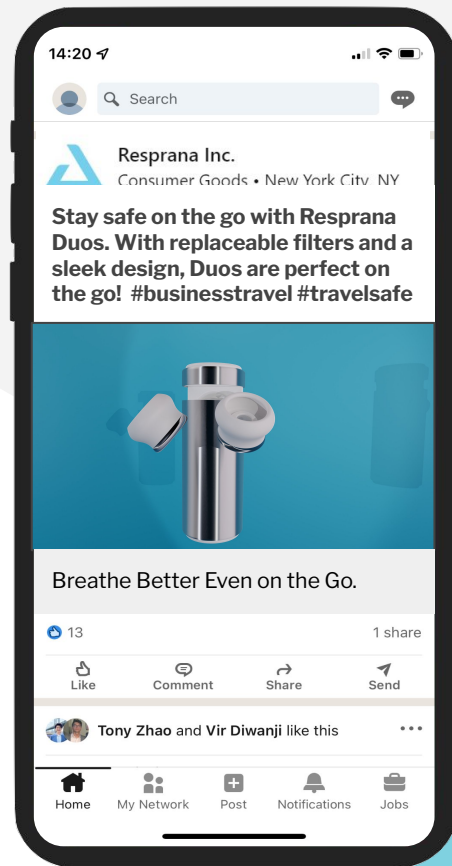
- Over 6 million people in the US use homeopathy to treat specific health conditions
- Growth in the treatment of respiratory and ear-nose-and-throat complaints (15% over past 5 years)

Popular Blogs

- Simply Natural Medicine
- Parsley Health
- Rachel Riches Homeopathy
- Homeopathic Family Medicine
- Lifeforce Homeopathy

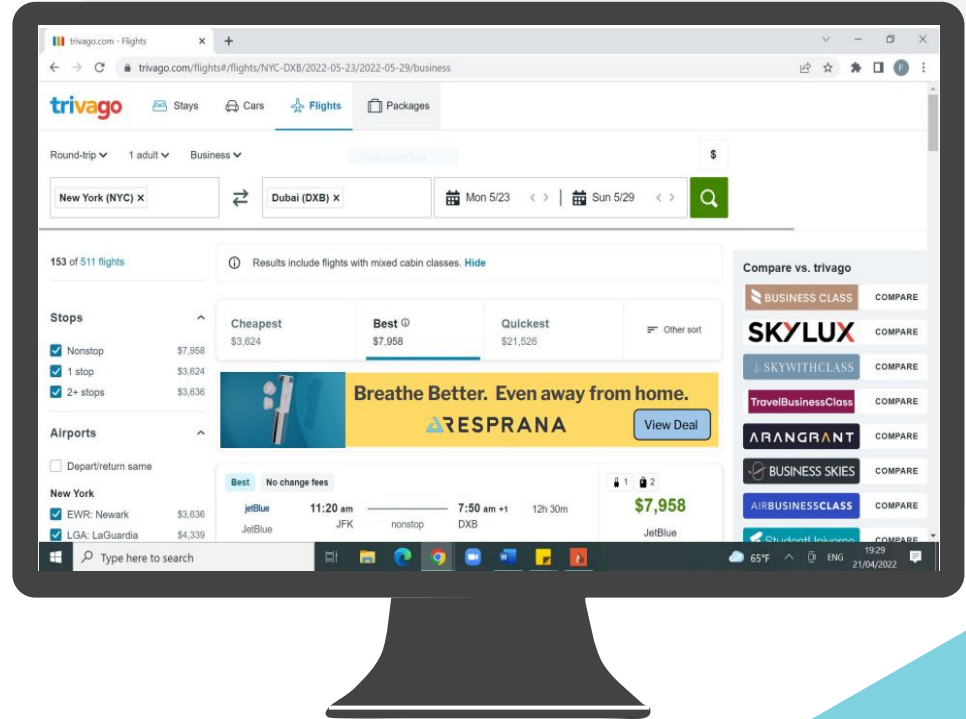
LinkedIn

- LinkedIn captures the ideal business travelers
- LinkedIn members are outspoken about travel
 - 1 in 5 have posted travel opinions online in the past month (more than any other social media platform)
- LinkedIn is the most trusted platform



Travel Sites

- Business travelers have begun to book their own trips instead of relying on agents
- Top 3 most used trip planning websites: Trivago, Expedia, Trip Advisor
- Trivago (41%), Expedia (40%), Tripadvisor (37%)



Marketing Plan Summary



Targeting:

- **Allergy sufferers**
- **Business travelers**

Framing Resprana as:

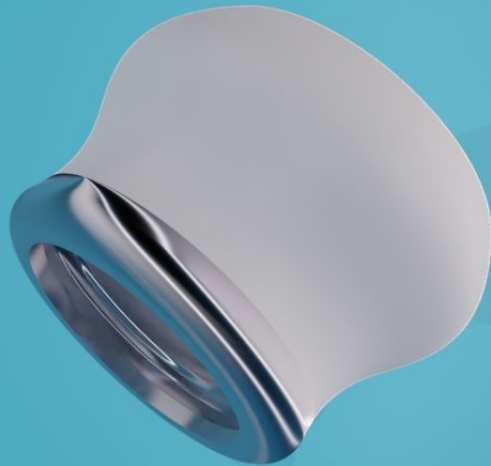
- **Empowering**
- **Reliable**
- **Bold**

Marketing through:

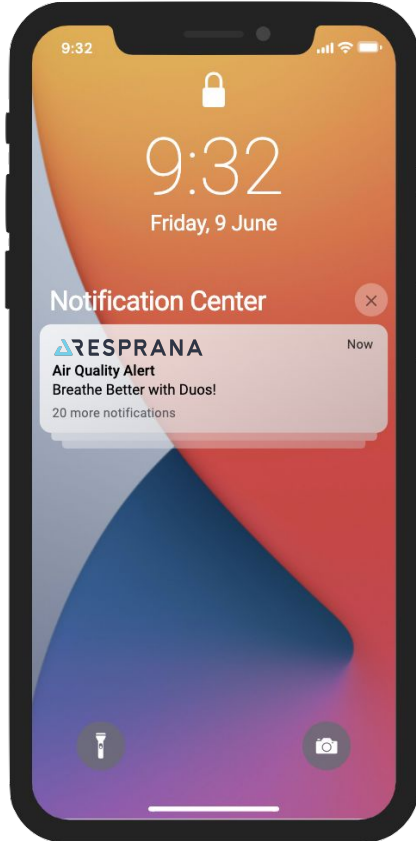
- **Facebook** and **homeopathic blogs**
- **LinkedIn** and **travel sites**

Next Steps

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Resprana App

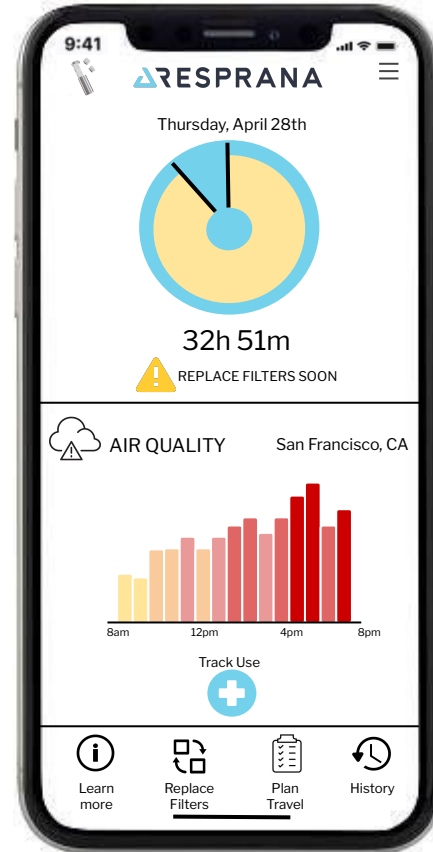


Functions:

1. Air quality tracking
2. Pollen tracking
3. Filter replacement notifications

Benefits:

1. Direct filter replacement from the app
2. Information sharing
3. User data



Thank you!



Questions?