



# **APPENDICES: HEADPHONES AS A SERVICE**

FINDING THE RIGHT CUSTOMER AND DESIGNING THE BRAND

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*Appendices Master thesis*

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# APPENDICES

<i>Appendix A : Sub-segments with Value proposition and referenced brands</i>		
<i>Appendix B1 : qualitative research setup</i>		
<i>Appendix B2 : Interview guide</i>		
<i>Appendix C : Coded sentences</i>		
<i>Appendix D1 : Codes per participant Before feedback</i>		
<i>Appendix D2 : Codes per participant after feedback</i>		
<i>Appendix D3: Journey insights from interviews and survey</i>		
<i>Appendix E : General segment with four sub segments</i>		
<i>Appendix F: complete Results and Conclusions</i>		
<i>Appendix G1 : Survey questions</i>		
<i>Appendix G2: Data analysis</i>		
<i>Appendix G3 : Survey results summary table</i>		
<i>Appendix H : 1 Survey results</i>		
<i>H1 Reasons for Gerrard Street (target group)</i>		
<i>H2 Satisfaction: Are they going to prolong their plan?</i>		
<i>H3. Educational level</i>		
<i>H4. Difference in reasons for Gerrard Street</i>		
<i>H5. When do use their Gerrard Street headphone?</i>		
<i>H6. Do the customers share music and how?</i>		
<i>H7. How do you discover new music</i>		
<i>H8. What kind of holidays do they prefer</i>		
<i>H9. Political preference</i>		
<i>H10. Political Preference</i>		
<i>H11. Innovation positive?</i>		
<i>H12. Where do you live?</i>		30
<i>4 H13. Do you have friends that ordered a Gerrard Street via you?</i>		30
<i>8 Appendix I : Estimation target segment</i>		30
<i>9</i>		
<i>Appendix J: Brand manifest Gerrard Street</i>		32
<i>10</i>		
<i>Appendix K1: Case boldking,</i>		33
<i>13 Appendix K2:Case BEats music</i>		35
<i>14 Appendix K2 CaSE: Parrot Zlk</i>		36
<i>15</i>		
<i>16</i>		
<i>17</i>		
<i>20</i>		
<i>21</i>		
<i>22</i>		
<i>24</i>		
<i>24</i>		
<i>24</i>		
<i>25</i>		
<i>25</i>		
<i>26</i>		
<i>26</i>		
<i>27</i>		
<i>28</i>		
<i>28</i>		
<i>29</i>		
<i>29</i>		

## APPENDIX A : SUBSEGMENTS WITH VALUE PROPOSITION AND REFERENCED BRANDS

### SERVICE LOVERS

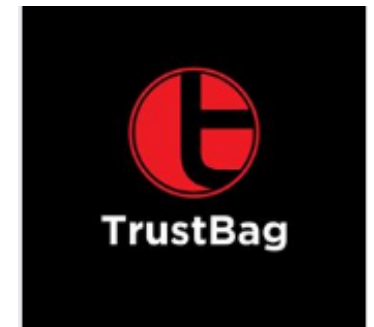
Behavior: These men are sold on the idea that they can **carelessly use a premium headphone** and care for the accessibility of products. They have arranged their lives with many subscriptions such as streaming services, public transport cards and sharing initiatives. They love the fact that their headphone will be **repaired once broken** and that they will receive **updates over time**.

Psychographics: Gadgets and **innovations** attract to them. They are interested in new products and models. Furthermore they use the **Internet** a lot for their jobs and for leisure.

Boldking is the reference brand for the service lovers. This company promotes a subscription on razors. The target audience of Boldking are young men

annoyed by expensive razors and do not like to think about going to the store to buy them. They promote their razors as innovative and cheap, because they are cutting out the middle man. People that liked Boldking also liked:

- Dude Gadgets , Website that sells cool gadgets and trustbag an innovative bag that can be used as an outside "locker" because he is interested in new innovations.
- Dumpert, One of the Netherlands largest video platforms for funny video's. He does not take himself too seriously, likes surfing on the internet in search of funny video's
- Shaversclub A boldking competitor, that promotes itself with funny shaving video's
- Trustbag is an innovative gadget for surfers and outdoorstyle people.



OUR PROMISE TO YOU

**FAIR PRICE**  
 Top quality for a fair price - the best of both worlds.

**TOP SERVICE**  
 No more having to think about buying razor blades or getting them from the shops.

**ENVIRONMENTALLY FRIENDLY**  
 The packaging is made of cardboard and the blades can be recycled - which is good for everyone!



## MUSIC PIONEERS

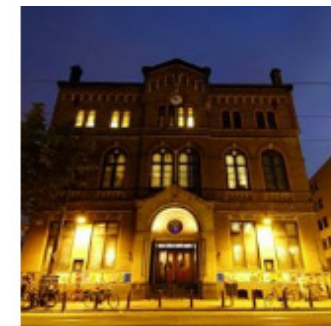
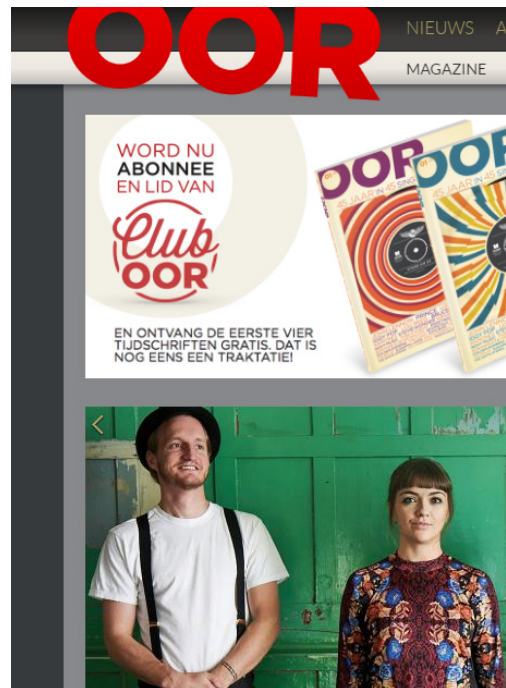
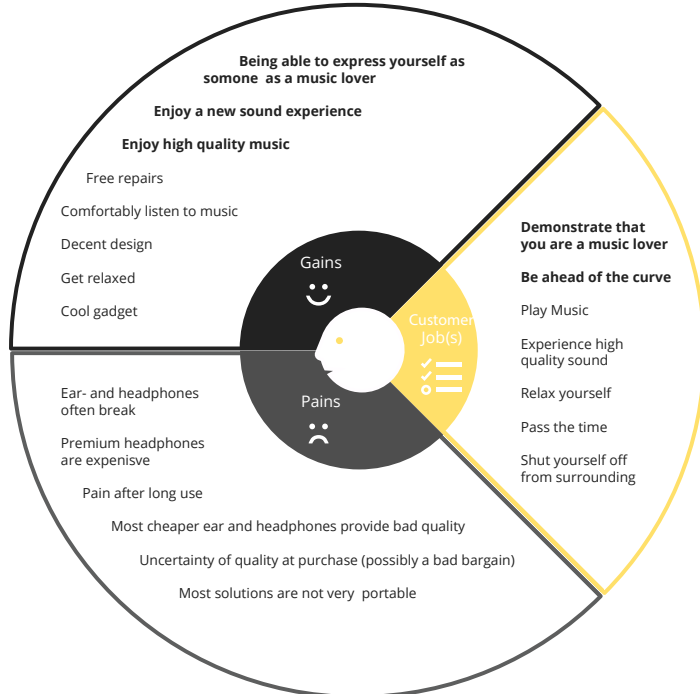
Behavior: The source of value is functional because they **want high quality sound** and also feel that **normal earphones deliver poor quality**,

Psychographics: They want to wear a premium **headphone that fits their lifestyle**. These men actively make music and want to **express their love for music to the people around them**.

OOR is selected as a reference brand for the music pioneer. Oor is the Netherland's oldest pop music magazine. They sell themselves as "By and for music freaks" and target music enthusiasts aged 25-40. Their audience is **mostly highly educated** and on the **politically left** side of the spectrum. Oor is focused on pop music and there are probably also music pioneers

that like Gerrard Street that are into different music styles and will therefore also follow different brands than OOR. Other brands with the same audience as OOR are:

- Paradiso Amsterdam, a popular music venue, since this customer often visits concerts and music events with friends. Ticketswap is also related to this, because it is an online platform where people can safely sell their tickets. Which is an example of how an innovative company that is truly adopted by music pioneers.
- Concerto Recordstore, The Netherland's largest music store. Which sells old records and is exemplary for the image that the music pioneers want to establish for themselves of being true music fanatics.
- 3voor12, A public platform for pop music, which shares new releases and is a hub for discovering new music.



## BUDGET CONSCIOUS CONSUMER

Behavior: These customers see value in the **financial benefit**. They desire **better sound quality** than regular earphones and headphones, but do not want to spend too much money on a premium headphone and are looking for a good deal. Compared to the main profile, the most important pains for this group are the fact that **premium headphones are expensive**.

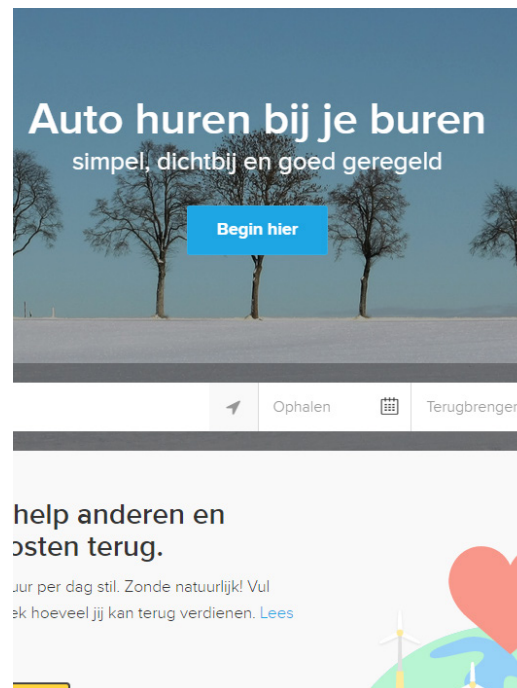
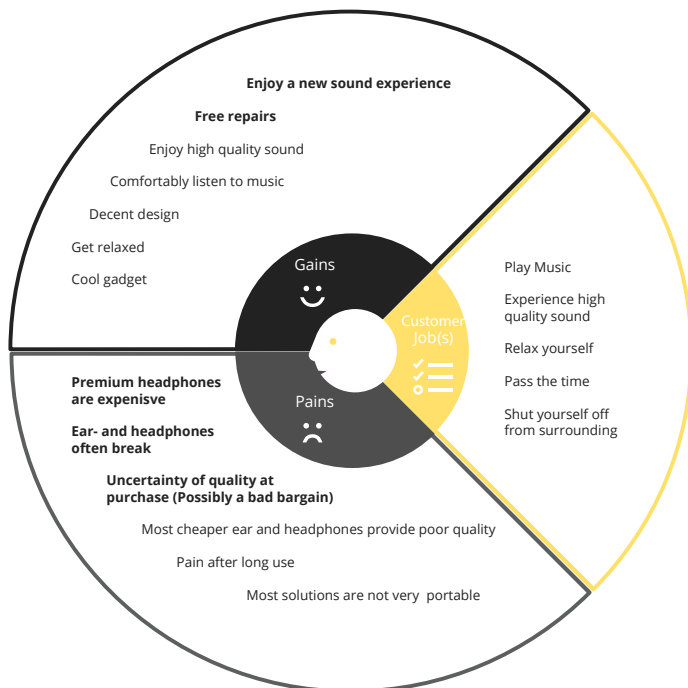
Psychographics: They are interested in innovative products and services that save you money, such as Airbnb and Uber.

Snappcar is selected as the reference brand for the budget conscious consumer. Snappcar provides a platform where people can share their own car for a financial compensation. They limit the risks involved in sharing your car with strangers. The service is promoted as 'Rent a car from your

neighbour', easy, near you and without risks. Snappcar suits the budget conscious consumer, because it is cheaper than a regular renting service. Snappcar targets generation people born after 1980 which mostly want to save money and some also because they care for the environment (1)

Brands that share a similar audience on Facebook are:

- VPRO, A public Dutch radio and television channel aimed at **progressive people**
- BlaBLaCar, which is a popular hitchhiking service, for **young people** wanting to make some extra money with their ride
- Volkskrant, A Dutch newspaper for **educated people**
- Tony's Chocolonely's, A popular fair trade chocolate brand



## CONSCIOUS CONSUMERS

Behavior: The buy products from companies with a **socially responsible** mission. Outspoken about things that are wrong in this world.

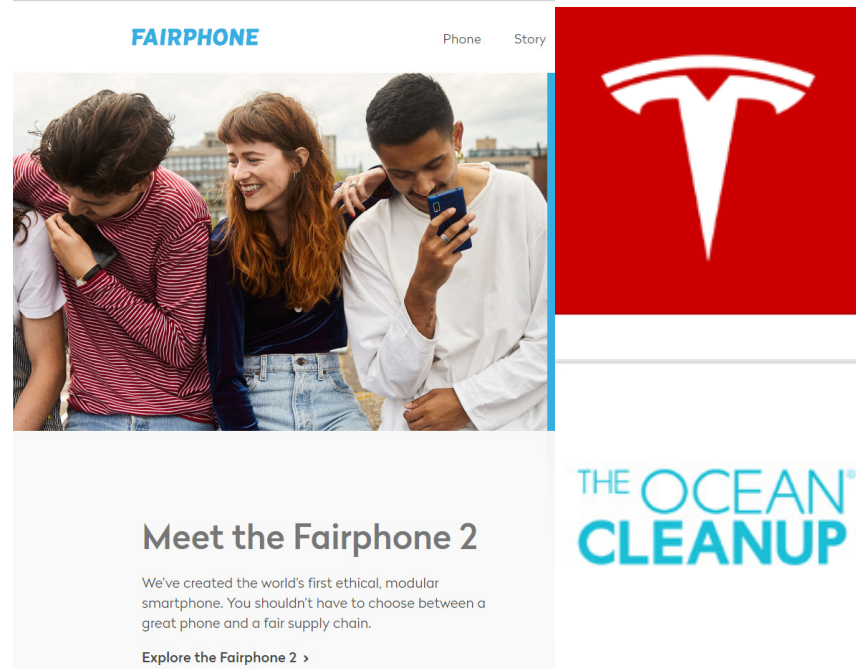
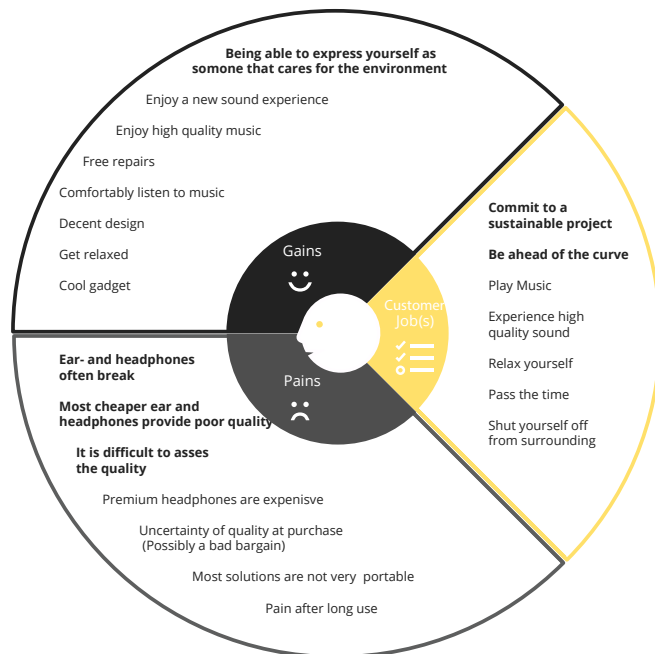
Psychographics: The source of value is mostly psychological. They feel good for being part of **a sustainable initiative**. These men like new initiatives that promote a more sustainable use of products and believe that it is the right thing to adapt to a circular system. They feel the **pain of being a western consumer**.

A reference brand from a different industry that appeals to the conscious customer is Fairphone, the first company that promises to build a socially responsible smartphone. Their main selling point is as can be seen in their website screenshot that they sell: "a phone that's got a story to tell". This

story that consumers can share with their surroundings might also be an important aspect of the Gerrard Street headphone. The picture in figure 3.6 also the sort of customers Fairphone is trying to attract: **Young, social, idealistic urban, people**.

Other brands with a similar audience as Fairphone are:

- Tesla, which builds electrical vehicles and batteries. This company stands for developing **products for a better future**, without focusing on being a green company.
- Fairtrade, an organization that certifies products that are up to a certain social responsibility standard.
- The Ocean Cleanup, a project that develops methods to get rid of the oceans of plastic
- Greenpeace, an activist organization that fights for a better environment



## APPENDIX B1 : QUALITATIVE RESEARCH SETUP

### *Sensitization via Whatsapp*

Letting participants do small assignments and answering questions before the interview helps the participant with getting familiar with the interview topics. Furthermore the interviewer has some data which can be used to guide the interview. The questions consisted of straight forward questions and small assignments, e.g. make a picture of a situation where you often use your Gerrard Street. Over the course of 5 days participants were asked 3-4 questions daily. Each day had their own theme. The participants were kindly reminded to answer if they did not leave a reply. The textbox provides a summary of the sensitization questions that were asked. The results of the questions were summarized and coded per person in order to prepare for the interview. (figure3.3)

### *Guided Interview*

The interview was used to explore deeper values and motives of the participants. A general interview guide was created which served as a basic checklist to see if all relevant topics are covered during the interview. Interview guides are used to make sure that all interviews that are conducted, follow the line of topics. (Patton, 2002,p343) The guide can be found in appendix B

### ***Participants***

The intention of the research was to find the characteristics of the early adopters that are genuinely interested in buying a Gerrard Street within the target group of men aged 20-30. 15 male customers between the age of 20 and 30 started the research of which 13 finished the sensitization questions and the interview. Furthermore 5 potential customers joined the research.

They were asked before entering the research if they would consider buying a Gerrard Street. These participants were used as a control group.



## APPENDIX B2 : INTERVIEW GUIDE

Bedankt voor het meedoen!

Is het een probleem als ik het interview opneem?

Wat vond je van de vragen?

***S2: What characteristics do Gerrard Streets' customers share (General, physical attribute segmentations of consumers)***

Ik wil eerst iets dieper ingaan op de antwoorden die je gegeven hebt en daarna kom ik weer terug op Gerrard Street

Aanvullen wat ze nog niet verteld hebben.

Beliefs & values:  
Progressief toelichten

***S3: What kind of lifestyle do Gerrard Streets' customers aspire (General, psychological attribute segmentations)***

De volgende vragen gaan over jouw levensstijl

Ik heb je gevraagd een normale dag en weekend te beschrijven.

Als je op zondag terug kijkt op jouw week, wanneer kijk je daar tevreden op terug, (waarom, drijfveren) What gets you out of bed)

Waar zie je jezelf in 5 jaar tijd (ambities)

***S1: What makes customers interested in Gerrard Streets service (Product-specific, behavioural attribute segmentations)***

Ingaan op wat ze zelf al gezegd hebben over gerrard street en wat mist

Waar staat Gerrard Street volgens jou voor

Want vind je van het huren ten opzichte van bezitten? (service)

Hoe keek je daar voordat je hem bestelde tegenaan?

Ga je je abonnement verlengen?

***Non-customer***

Op welke manier speel je nu muziek af

Via welke kanalen vind je het irritant om benaderd te worden?

Ben je bekend met Gerrard Street?

Op wat voor manier zou je meer van hun te weten kunnen komen?

***S4 Extra questions***

Via welke kanalen vind je het irritant om benaderd te worden

***Closing***

Vind je het leuk om op de hoogte te blijven? Dan stuur ik binnenkort de uitkomsten van de segmentatie op en mag ik tijdens mijn onderzoek nog een keer contact op nemen om bijvoorbeeld verschillende slogans voor te leggen.

Heb jij nog vragen voor mij?

## APPENDIX C :CODED SENTENCES

**S1: What makes customers interested in Gerrard Streets service (Product-specific, behavioural attributes)**

**S1.1 What does Gerrard Street stand for?**

The circular economy  
Innovation  
Personal  
Sustainability  
Small personal company  
Affordable high quality  
Smart solution  
Young startup that takes on the current headphone industry  
A very nice headphone  
New sustainable startup  
Making quality accessible  
Sharing economy  
New concept  
Cool startup

**S1.2 Wanted headphone**

Wanted a headphone  
Owned earplugs  
Had headphone that often broke  
Broken earplugs  
Annoyed by earplugs  
Owned good earplugs  
Owned expensive headphones

**Potential customers**

Has an ugly headphone

Owns a beats  
Uses earplugs

**S1.3 Reason to buy a Gerrard Street**

The sustainable concept  
Supporting a startup  
Sound quality  
Circular economy  
Headphones often break, repairs  
Cool design  
Service  
Relation with the company  
High quality product  
Leasing model

**S1.4 Importance of music**

Very important  
Always listens to music in the background  
Connecting with other people over music  
Listens during traveling  
Music is art  
Music influences mood

**S1.5 Exploring new music**

Looking for new music daily  
Has lots of music knowledge  
Visits concerts

**S1.6 Sharing music**

Shares a lot of music with friends  
Important to share with friends

**S1.7 Very passionate about making music**

Is a musician  
Went to conservatory still plays music daily  
Plays in bands  
Works in theatre  
Music director  
Plays several instruments

**S1.8 Makes music**

Likes to sing  
Used to play instruments  
Plays some guitar  
Dj's at occasions  
Possesses instruments but does not play them

**S1.9 Use headphone for enjoying music alone**

During traveling to close off from surrounding  
To close off during work/study  
In train  
Music for on the go  
Before sleeping  
At home

**S1.10 Music social lives**

Listening together with friends is very important  
Sharing music with friends  
Festivals with friends  
Talk about music with friends that have more knowledge  
Goes to concerts together with friends  
Is the music expert among friends  
Likes influencing the atmosphere with music  
Plays in band with friends  
Making music together

Sharing playlists with friends  
Talks a lot about it  
When going out  
Chilling with friends

### ***S1.11 Solitary music fans***

Mostly enjoys music solitary  
My friends like other music styles  
I do not really listen with friends

### ***S1.12 Potential customers***

Listens to music  
Loves the social aspect  
Likes it in the background  
At parties  
Therapeutical  
Do not play instruments

## ***S2: What characteristics do Gerrard Streets' customers share (General, physical attributes)***

### ***S2.1 Occupation/Study***

Student engineering 4  
Student Theater school  
Student literature  
Trainee  
Sustainability consultant  
Marketeer  
Teacher  
Musician /music teacher

### ***S2.2 Live in an urban/rural environment***

All participants live in an Urban environment.  
Preferences however some prefer a combination

### ***S2.3 Social media usage***

Two participants actively used social media  
facebook, instagram, snapchat  
Rest of participants passively used facebook to  
scroll

### ***S2.4 Fashion***

High quality and brands are important  
Preppy wants to look neat  
Look neat  
Classy high quality  
Basic but high quality

Unique style  
Loves sneakers  
Likes fashion  
Look hip  
hip/hop  
Skater, hip hop

Casual, fashion is not important  
Casual simple  
Casual sporty

## ***S3: What kind of lifestyle do Gerrard Streets' customers aspire (General, psychological attributes)***

### ***S3.1: Sporty lifestyle***

Sports are important to feel good  
Wants to be a pro basketball player

Sport 5 times a week  
Goes cycling and plays football  
Hockeys  
Goes to gym at least 3 times a week  
Plays tennis

### ***S3.2: Open to change***

Sustainability is important  
Personally conservative, but in opinions progressive  
Progressive views on innovation  
Be open-minded towards change  
Change is good  
People should work on new things  
Conservative

### ***S3.3: Lifestyle***

Working hard is important  
Sports are number one  
Find the right balance between achieving and social  
life  
Have a good time with friends  
Loves creating  
Helping people is important  
Wants to achieve, but social contacts are very  
important,  
Work hard and have fun with friends  
Wants to have an exciting life  
Be outgoing  
Want to be unique  
Entrepreneurial aspirations  
Wants to enjoy life  
Achieve something

Find the right balance

***S3.4: Aspirations***

Dreams about having impact in sustainability

Become an entrepreneur

Become a professional athlete

See the world

Finish studies

Become a theatre teacher

Nice job and a great life

Have a career in sustainable real estate

Keep his life exciting

Lives day by day

Start teaching

achieve success together with other people

Stay active in music

***Potential customers***

Become more serious as an adult

Have a nice house and job and have enough fun

Become entrepreneur

Make money and have fun with friends

# APPENDIX D1 : CODES PER PARTICIPANT BEFORE FEEDBACK

General attributes			Wat betekent muziek voor jou			Om af te zenden			Met vrienden?			Bewust met			Sportief			Progressief			Lifestyle			Doen			Uitgaan			Gebruikt oortjes			Waar staat Gerard Street voor?			Vindt je het het waard?			Hoe ben je in contact gekomen?			Dit alles			Goede manier		
Leeftijd	Beroep	Urban Rural	social media	is muziek voor jou?	Beispiel instrumenten?	Muziek is vooral iets wat hij individueel beleeft	aangezien zijn vrienden van andere sifden houden	Casual fashion is niet belangrijk voor hem	Sportief	progressief	Studeert veel en heeft drumen om duurzaamheid gemeenschap oed te maken	Doen	uitgaan/thuisblijven	had je een Hoorditefoon?	Belangrijkste reden voor Gerard Street	Reden 1	Reden 2	Reden 3	Waar staat Gerard Street voor	Vindt je het het waard?	Hoe ben je in contact gekomen?	Dit alles	Goede manier																								
				Heel belangrijk is nistop bezig met zoeken naar nieuwe muziek op	Vroeger wel bandsgeselen	Muziek is vooral iets wat hij individueel beleeft	aangezien zijn vrienden van andere sifden houden	Casual fashion is niet belangrijk voor hem	Sportief	progressief	Studeert veel en heeft drumen om duurzaamheid gemeenschap oed te maken	Doen	uitgaan/thuisblijven	had je een Hoorditefoon?	Belangrijkste reden voor Gerard Street	Reden 1	Reden 2	Reden 3	Waar staat Gerard Street voor	Vindt je het het waard?	Hoe ben je in contact gekomen?	Dit alles	Goede manier																								
Merlijn	Student 3e jaars	Rural	facebook	deachtgrond en dagelijkse bezig met het ontdekken van nieuwe muziek	Vroeger wel bandsgeselen	Muziek is vooral iets wat hij individueel beleeft	aangezien zijn vrienden van andere sifden houden	Casual fashion is niet belangrijk voor hem	Sportief	progressief	Studeert veel en heeft drumen om duurzaamheid gemeenschap oed te maken	Doen	uitgaan/thuisblijven	had je een Hoorditefoon?	Belangrijkste reden voor Gerard Street	Reden 1	Reden 2	Reden 3	Waar staat Gerard Street voor	Vindt je het het waard?	Hoe ben je in contact gekomen?	Dit alles	Goede manier																								
Olaf	Student HBO	Combi	facebook	Heel belangrijk vooraf het brndende	heeft ze wel maar bespeelt ze niet	belangrijker om alles met vrienden te delen	Ja heel belangrijk voor hem samen nummers opzetten	Casual niet te veel mee bezig	Sportief	progressief	Studeert veel en heeft drumen om duurzaamheid gemeenschap oed te maken	Doen	uitgaan/thuisblijven	had je een Hoorditefoon?	Belangrijkste reden voor Gerard Street	Reden 1	Reden 2	Reden 3	Waar staat Gerard Street voor	Vindt je het het waard?	Hoe ben je in contact gekomen?	Dit alles	Goede manier																								
Alfred Pod	Student 27 werktuigbouw	Rural	facebook	lustend veel tijdens het reizen dit zou hij missen	Nee	Tijdens reizen	Ja veel naar muziek delen	Casual sporty	Sportief	progressief	Studeert veel en heeft drumen om duurzaamheid gemeenschap oed te maken	Doen	uitgaan/thuisblijven	had je een Hoorditefoon?	Belangrijkste reden voor Gerard Street	Reden 1	Reden 2	Reden 3	Waar staat Gerard Street voor	Vindt je het het waard?	Hoe ben je in contact gekomen?	Dit alles	Goede manier																								
Hugo de Jong	Student Technische bestuurskure	Urban	facebook	Houd veel van muziek en deel met ook graag met vrienden	nee	Ja	huisgrooten die er meer verstand van hebben	Casual, preppy een beetje nities	Sportief	progressief	Studeert veel en heeft drumen om duurzaamheid gemeenschap oed te maken	Doen	uitgaan/thuisblijven	had je een Hoorditefoon?	Belangrijkste reden voor Gerard Street	Reden 1	Reden 2	Reden 3	Waar staat Gerard Street voor	Vindt je het het waard?	Hoe ben je in contact gekomen?	Dit alles	Goede manier																								
Leroy	24 Theater school			Heel belangrijk is nistop bezig met zoeken naar nieuwe muziek, ziet muziek als kunst	theaterschool	Ja vooral solist	Niet echt	Unieke stijl houd van sneakers	Sportief	progressief	Studeert veel en heeft drumen om duurzaamheid gemeenschap oed te maken	Doen	uitgaan/thuisblijven	had je een Hoorditefoon?	Belangrijkste reden voor Gerard Street	Reden 1	Reden 2	Reden 3	Waar staat Gerard Street voor	Vindt je het het waard?	Hoe ben je in contact gekomen?	Dit alles	Goede manier																								
Daniel van Stavoren	Sustainability 26 consultant	Urban	Facebook, Instagram	Veel kennis over muziek e gaat vaak naar concerten	Nee	In trein	Vaak naar concerten en deelt muziek met vrienden	Nettes met genog kleur	Sportief	progressief	Studeert veel en heeft drumen om duurzaamheid gemeenschap oed te maken	Doen	uitgaan/thuisblijven	had je een Hoorditefoon?	Belangrijkste reden voor Gerard Street	Reden 1	Reden 2	Reden 3	Waar staat Gerard Street voor	Vindt je het het waard?	Hoe ben je in contact gekomen?	Dit alles	Goede manier																								
Edo de Haas	28 Markeer	Urban	Facebook, Instagram, snapchat, youtube	Heel belangrijk, zet altijd gelijk muziek aan	Speelt een beetje gitaar	Tijdens reizen	Deel muziek en gaat regelmatig naar optredens	Is de di op zijn werk ze altijd de muziek op	Sportief	progressief	Studeert veel en heeft drumen om duurzaamheid gemeenschap oed te maken	Doen	uitgaan/thuisblijven	had je een Hoorditefoon?	Belangrijkste reden voor Gerard Street	Reden 1	Reden 2	Reden 3	Waar staat Gerard Street voor	Vindt je het het waard?	Hoe ben je in contact gekomen?	Dit alles	Goede manier																								
Richard Oosterwijk	29 Leraar	Rural	Facebook, Instagram	Very important as he is always looking for new music	di's sometimes	om te reizen	Likes influencing the atmosphere with music	Casual but neat	Sportief	progressief	Studeert veel en heeft drumen om duurzaamheid gemeenschap oed te maken	Doen	uitgaan/thuisblijven	had je een Hoorditefoon?	Belangrijkste reden voor Gerard Street	Reden 1	Reden 2	Reden 3	Waar staat Gerard Street voor	Vindt je het het waard?	Hoe ben je in contact gekomen?	Dit alles	Goede manier																								
Anthony	27 Muzikant	Urban	whatsapp, facebook, snapchat	Music is his life, job and hobby	muzikant	muziek on the go	Speelt in band gaat naar optredens etc	Eigen stijl, staterhip hop	Sportief	progressief	Studeert veel en heeft drumen om duurzaamheid gemeenschap oed te maken	Doen	uitgaan/thuisblijven	had je een Hoorditefoon?	Belangrijkste reden voor Gerard Street	Reden 1	Reden 2	Reden 3	Waar staat Gerard Street voor	Vindt je het het waard?	Hoe ben je in contact gekomen?	Dit alles	Goede manier																								
Henk Vogel	Student literatuur	Urban	Facebook, Instagram	Heel belangrijk heb conservatorium gedaan en is nog steeds dagelijks bezig met muziek	Meerdere en dirigead ook	Tijdens het reizen of thuis	samen muziek maken en delen van lijstjes	cassie wel bewust en hoge kwaliteit	Sportief	progressief	Studeert veel en heeft drumen om duurzaamheid gemeenschap oed te maken	Doen	uitgaan/thuisblijven	had je een Hoorditefoon?	Belangrijkste reden voor Gerard Street	Reden 1	Reden 2	Reden 3	Waar staat Gerard Street voor	Vindt je het het waard?	Hoe ben je in contact gekomen?	Dit alles	Goede manier																								
Silke van der bur	Student werktuigbouw	Urban	Facebook, Instagram	Veel met muziek bezig, speelde in bands	meerdere instrumenten	tijdens reizen en voor het slapen	Deel met muziek praat er over	nette kleding, pantalon	Sportief	progressief	Studeert veel en heeft drumen om duurzaamheid gemeenschap oed te maken	Doen	uitgaan/thuisblijven	had je een Hoorditefoon?	Belangrijkste reden voor Gerard Street	Reden 1	Reden 2	Reden 3	Waar staat Gerard Street voor	Vindt je het het waard?	Hoe ben je in contact gekomen?	Dit alles	Goede manier																								
Noud van der Vliet	Student Maritime 21 techniek	Urban	Facebook, Snapchat	Lustend altijd veel muziek en vind het sociale belangrijk	nee	thuis, tijdens reizen	In gezelschap	basic maar wel goede kwaliteit/reisjes	Sportief	progressief	Studeert veel en heeft drumen om duurzaamheid gemeenschap oed te maken	Doen	uitgaan/thuisblijven	had je een Hoorditefoon?	Belangrijkste reden voor Gerard Street	Reden 1	Reden 2	Reden 3	Waar staat Gerard Street voor	Vindt je het het waard?	Hoe ben je in contact gekomen?	Dit alles	Goede manier																								
Pim van der Aa	26 Markeer	Urban	Facebook	Muziek in de auto vind Pim wel lekker	nee	nee	niet echt	Casual, maar wel bewust mee bezig	Sportief	progressief	Studeert veel en heeft drumen om duurzaamheid gemeenschap oed te maken	Doen	uitgaan/thuisblijven	had je een Hoorditefoon?	Belangrijkste reden voor Gerard Street	Reden 1	Reden 2	Reden 3	Waar staat Gerard Street voor	Vindt je het het waard?	Hoe ben je in contact gekomen?	Dit alles	Goede manier																								
Bart Krijgsman	Student industrieel 25 ontwerpen	Urban	Facebook, LinkedIn	Op de achtergrond of feestjes	nee	tijdens reizen	tijdens uitgaan	Casual, maar wel bewust mee bezig	Sportief	progressief	Studeert veel en heeft drumen om duurzaamheid gemeenschap oed te maken	Doen	uitgaan/thuisblijven	had je een Hoorditefoon?	Belangrijkste reden voor Gerard Street	Reden 1	Reden 2	Reden 3	Waar staat Gerard Street voor	Vindt je het het waard?	Hoe ben je in contact gekomen?	Dit alles	Goede manier																								



## APPENDIX D3: JOURNEY INSIGHTS FROM INTERVIEWS AND SURVEY

### Pre-subscription experience

- Combination of touchpoints Attention-desire. Facebook great for first notice.
- People have doubts. People want to try the headphone. Many tried friends before they subscribed. This demonstrates the need for a physical touchpoint
- Almost half of Gerrard Street's customers did not consider other headphones
- Facebook/Friends/PR are most important first contact points
- Minimize the doubts by stressing that they can give it a shot. Lower barrier. Leave email for one month trying

### Onboarding experience:

- Customer insight: Acknowledge being part of the first, acknowledge that they made a great decision choosing for using instead of owning and for joining the Gerrard Street. Start the relationship.
- 
- You don't need to be at home. We take care of you, we know you don't want to wait, you are busy. Stress that they don't need to be at home. Easy delivery Care-free!

### Use phase

- Headphones give you something anonymous. People feel that you are tuned out.
- Headphone is used to enjoy music alone, but music is also enjoyed in groups with other people. Sharing music with friends going to concerts, having knowledge about music etc.

### Customer contact:

Don't be annoying. Keeping customers engaged without being overly active. Ask yourself at every contact moment: Is this a positive experience for your customer or not. Spammers are the worst. Unnecessary information in a large format, like many company newsletters is not very desirable.

### Drive engagement:

Personal newsletters. Ask what emails they want to receive. Would they like to stay up to date on the company's progress, with a monthly blog, do they like the music monday, partnership deals, or do they only want practical updates. The service should feel personal, so let people personalize their experience. Make it part of the onboarding experience.

### Three types of customers. Each desires a personal experience.

Don't bother me, i'll find you  
Only practical information  
Annoyed by all advertisement  
Hates intrusion

In between

Is interested in Gerrard Street, but probably won't read every email.  
Is okay with facebook adds  
Feels that calling them is intruding.

Open customer

Likes to know more about Gerrard Streets journey  
Is not bothered by advertisement. Sees it as a way to get in touch with new products and stay up to date.

### Advocacy

35% has convinced a friend to order a headphone ambassadors are important

## APPENDIX E : GENERAL SEGMENT WITH FOUR SUB SEGMENTS



Higher education  
(HBO or University)  
- All participants  
37% of Dutch men



Lives in an urban area  
- 16/17 participants  
65% of Dutch men



Consider themselves  
as progressive  
- All participants



Love for music can be  
defined as actively  
explore new music  
- All Customers

### FOUR CUSTOMER PROFILES

- Passionate musician
- Sporty lifestyle
- Conscious consumer
- Young professional

## ITERATION 1: INTERVIEWS & FEEDBACK

The results from the whatsapp sensitization sessions and the customer interviews together with the insights from the internal analysis served as the basis for one general target segment and four customer profiles that can be relevant for targeting purposes.

Besides from the main findings which applied for the entire target group, there were also a lot characteristics and commonalities within smaller groups of participants. These smaller groups are of practical use for Gerrard Street when it comes to their promotional strategy. An important aspect of Gerrard Streets will be to target different groups within the main segment.

With these characteristics four different audiences were created: The passionate musician, The Conscious consumer, the Young Professional and the men with a sporty lifestyle. These groups have been described based on the findings from the research:

### PASSIONATE MUSICIAN

Young men that have a passion for music. They play different instruments, have performed in bands, quires, as DJ, or are doing theatre. Music is an integral part of their lives as they are constantly exploring new music and go to concerts and festivals. Furthermore this group cares for their appearance and think about their personal clothing style. Their goals in are to stay active in music and work towards creative accomplishments.

They have owned high quality head and earphones, but were annoyed by the fact that they easily break. Since they do desire a high quality sound without the hassle of owning a premium product they see Gerrard Street as the perfect solution.

### YOUNG PROFESSIONAL

They are ambitious men that just started their careers. They have an active lifestyle in which they try to find the balance between getting enough work done and having fun with friends. Music is very important to them, as they are actively exploring new music, go to concerts and make playlists, which they share with their friends.

Furthermore this group cares for their appearance, without being obsessed with fashion. They are also active on social media. Mostly on Instagram and Facebook.

They have owned earphones or cheap headphones, but wanted to upgrade



to a higher quality headphone. The idea of a headphone service really spoke to them and they like to support new innovations/startups.

### SPORTY LIFESTYLE

These men are active music consumers that listen via spotify. Music is important to them, as they are actively exploring new music, go to concerts and make playlists, which they share with their friends. They do use facebook, but are not that active on social media.

Staying active is very important for them. They have a sporty lifestyle and try to be active throughout the week. This group believes it is important to look neat, however they describe their style as casual as opposed to fashionable. Quality and convenience are important drivers for the products they buy. They desired a premium headphone, but did not want to pay the premium price. This reason combined with an affection for new services convinced them to order a Gerrard Street.

### CONSCIOUS CONSUMER

These men are active music consumers. Music is important to them, as they are actively exploring new music, go to concerts and make playlists. This love for music is why they wanted a premium headphone. However, besides music they also care for the environment and believe in new sustainable solutions. They align strongly with Gerrard Street's vision of developing products for the circular economy, which is why they chose to be a part of this initiative.

Each participant fitted within one or more of these audience profiles. The descriptions have been sent to the participants for feedback, which helped with further refinement. Some participants did not fit the description entirely, but most viewed them as pretty accurate.

## APPENDIX F: COMPLETE RESULTS AND CONCLUSIONS

In appendix C. all coded sentences are categorized per research question and topic. These sentences provide an overview of the most important things that came up during the research. Apart from the coded sentences there is also an overview of the codes per participant to create an understanding of which codes belong to which person from before and after the feedback session in Appendix D1,D2.

*S1: What behavior characterizes Gerrard Street's customers?*

Motivation for wanting a headphone

The main incentive to order a Gerrard Street was fairly similar. Almost all participants initially desired a headphone. Some of them had owned premium headphones, but most participants were using earplugs or cheaper headphones and wanted to improve on quality. Some participants that had owned a premium headphone, did not like the fact that they often broke. Appendix C1.2 Participant Edo explained: "I was always messing with cheap earplugs, so felt that it was time to invest in something better" From the competitor analysis chapter 2.2 was concluded that competing in the premium segment would be very difficult. Therefore it is recommended to focus on the people that want to improve to a higher quality product, instead of the people that are already buying premium headphones. Recommendation for the segment is therefore to target men that:

- Want to upgrade to a better sound experience

Reason for wanting a Gerrard Street Appendix C1.2

Most participants were already interested in buying a headphone. Therefore it was also asked why they decided to order a Gerrard Street. These answers have been coded into 5 different motives for deciding to buy a Gerrard Street. The survey is used to explore which reasons are the most important for the target segment:

- The service:(Accessibility of a high end headphone, Repairs, Upgrades) was the most heard reason for ordering a Gerrard Street

- The company's vision(sustainability):
- Supporting a startup/innovation:
- High quality sound
- The headphone's design

During the interviews the most heard reason to order a Gerrard Street instead of another headphone was that the idea of a product as a service appealed to the customers. One of the hypothesis was that Gerrard Street serves a segment called the service lovers described in chapter 1.5, which were men that mainly wanted to carelessly use a premium headphone and arrange themselves with many services. It turns out that the service aspects were an important reason for all participants to order a Gerrard Street as is visible in appendix D It is therefore recommended to only target men that are already believing that products as a service are a good idea instead of trying to convince other people.

- Men that feel that services are the future

#### Use of the Gerrard Street

The participants overwhelmingly used the Gerrard Street headphone to listen to music. Some also use the headphone for watching movies. The Headphone is mostly used while commuting. Recommendation for the segment is therefore to target men that:

- Use headphones/earphones for commuting

*S2: What demographic and geographical characteristics do Gerrard Streets' customers share?*

#### Educational level

All customers that participated with the research were either pursuing or had college degree. Since it was qualitative research, this insight cannot be extrapolated for all customers between the age of 20 and 30, but it does provide an indication that Gerrard Street is mostly adopted by educated men. The target segment is therefore refined to

- Men that have or are pursuing a college degree

#### Urban area

16 out of 17 participants live in an urban area, however when asked what they prefer 3 participants said that they prefer rural areas and that they would want to live in an rural area within the near future. Which might indicate that these participants do not live an urbanized lifestyle. The survey is used to further specify if the target group lives in an urban area. For the first iteration however is decided that the target segment is refined to:

- Men that live in an urban area.

*S3: What psychographics characterize Gerrard Street's customers?*

#### Progressive mindset

During the sensitizing questions one of the dilemmas was whether participants viewed themselves as progressive or conservative. All customers considered themselves as progressive in views, which meant mostly that they were supportive of change and believed in innovation and like supporting startups. Many also viewed sustainability as something very important. Appendix C & D The target segment therefore consists of men that:

- Have a progressive mindset

#### Love for music

The degree to which participants were passionate about music varied. However all of Gerrard Street's customers indicated that music was important to them. There were some differences in the intensity that Gerrard Street's customers were experiencing music. Some were very active in music, by playing many instruments, performing in bands or in theatre and others were only active consumers. Appendix D1

Currently Gerrard Street describes their target group as men aged 20-30 that love music. Answers given by the participants help with specifying this love of music. The participants have been asked what music meant for them and what role it plays in their lives. The degree to which participants showed

an interest in music varied between the current customers and the non customers. All current customers showed a lot of interest in music and had in common that they were all actively exploring new music. Whereas there were 2 out of 4 of the non-customer participants said they liked some music in the background, but did not bother to much about exploring new music.

In the consumer analysis chapter 1.4 was concluded that Gerard Street definition of men that love music, was too general. Gerrard Street's customers music habits were therefor explored in the customer research to find patterns which could help specify this part of the target segment. The results from the customer research(chapter3.6) showed that the participants were all actively exploring new music as opposed to the non-customers. Furthermore that the headphone was mostly used for commutes. Recommendation for the segment is therefore to target men that:

- Are actively exploring new music

## APPENDIX G1 : SURVEY QUESTIONS

The survey questions:

Geographics/demographics/qualifiers

1. What is your gender? (multiple choice)
2. What is your age? (multiple choice)
3. Was your Gerrard Street a present? (multiple choice)
4. Do you personally know any of Gerrard Streets founders? (multiple choice)

Data analysis: These questions were used to establish the four different groups: People that know the founders, Females, Men outside the target age group, Men inside the target age group.

5. What is your highest level of education? (multiple choice)

Data analysis: Crosstable with groups for validation.

6. What is your occupation/Study? (open ended)
7. Where do you live? (open ended)

Psychographics:  
music

8. Which are the most frequent moments where you listen to music with your Gerrard Street Headphone? (checkboxes max 3 options)
9. Do you share music with other people and how? (checkboxes with options)
10. In which ways do you mostly discover new music? (checkboxes maximum of 3 answers)
11. Do you ever create playlists, If yes, with which application? (open-ended question)

Services

12. Do you use services that are comparable to Gerrard Street's service? (open-ended question)

13. Who do you believe is an inspiring person? (open-ended question)
14. Which option most accurately describes your idea holiday?(Multiple

choice)

15. What do you love to do in the weekend? (open-ended question)

Progressive

16. For which political party are you probably going to vote? (multiple choice)
17. What is your orientation towards innovation? (multiple choice)

Gerrard Street

18. How influential were the following aspects for your decision to order a Gerrard Street headphone? (not influential, somewhat influential, very influential, the most important reason)

Sound quality

The modular design

The appearance

The Repairs

The Upgrades

The environmentally friendly model

Supporting a startup

Customer Journey

19. Where and how did you first encounter Gerrard Street? (open-ended question)
20. Have you considered other headphones instead of a Gerrard Street? If yes which?(open-ended question)
21. Are there people that ordered a Gerrard Street after you showed them yours?(open-ended question)
22. What did you use to listen to music, on moments where you now use your Gerrard Street. (Model, brand, price)(open-ended question)

Satisfaction

23. Are you planning on prolonging your plan?(multiple choice)
24. Any comments?

## APPENDIX G2: DATA ANALYSIS

The basic demographics, age and gender in combination with the general question “Do you know any of the founders” was used for dividing the participants over four groups. Other aspects of the segment such as educational level and political preference were not used in this division since it necessary to limit the amount of different groups and to ensure that a valid comparison is possible:

- Group 1: Participants that knew the founders (men and women of all ages) N=59. This group is created, because they might have alternative motives for ordering a Gerrard Street and because they do not represent a scalable segment.
- Group 2: Female participants (N=20). From the consumer analysis was concluded that females did not fit the target segment. This survey provides an opportunity to validate these conclusions. A side note is that the group is rather small and therefore not representative for all females.
- Group 3: Males outside target age (Male customers < 20 or >30 N=64). Initially this group was divided in two groups men under 20 years old and men older than 30. The groups were merged, due to the fact that there were only 6 men under 20 years old
- Group 4: Target group (Male customers aged 20-30 N=63).

The following data was collected in the survey: Nominal data from the multiple choice and multiple responses questions and qualitative data from the open questions. Only the nominal data was used for the validation. The groups were compared based on the answers given in the multiple choice and multiple response questions. Frequency tables with percentages per group were used to detect if there were differences in responses. A chi-square test was used to examine if there was a significant difference between the groups and their responses for the multiple choice questions. It is not possible to examine this significance for multiple response questions.(Cox, 2002) Therefore only large differences have been noted.

APPENDIX G3 : SURVEY RESULTS SUMMARY TABLE

	Men aged 20-30	Men aged <20 or >30	Females	Know the founders
SATISFACTION	Most satisfied group 68% wants to prolong their plan	48% wants to prolong their plan	25% wants to prolong their plan	56% want to prolong their plan
EDUCATION	66% is highly educated with 50% still studying	82% is highly educated 14% still studying	75% is highly educated	90% is highly educated
IMPORTANT ASPECTS	Cares more for the service aspects than other groups Modular & Repairs	Care more for supporting a startup than the service aspects	Differ most reasons to order a Gerrard Street	Cares more about supporting startups than other groups
BEHAVIOR	Mostly uses headphone out of house. 75% working/studying, 59% commuting  Most social about music 80% shares/talks with friends	Mostly uses headphone at home 70%, working/studying 50% commuting 42%  60% shares music with friends.	Mostly uses headphone public transport 69%. Uses headphone is fewest situations  Least social about music 50% shares/talks with friends.	Uses in similar situations as men aged 20-30, but in lower frequency  Social about music 70% shares/talks with friends.
PSYCHOGRAPHICS	No clear difference in type of holidays. All groups prefer active (43%) or cultural (31%) holidays  Vote progressive (46%) 45% is not open or sure about political preference	-  Vote progressive (40%), 50% is not open or sure about political preference	-  Vote progressive (75%), 25% is not open or sure about political preference	-  Vote progressive (75%), 20% is not open or sure about political preference

Figure 3.7: Validation target segment

SUBJECT	QUESTION	STATISTICAL DIFFERENCE	OBSERVATIONS
Satisfaction	Are you going to prolong their plan?	Chi-square	Target group is most likely to prolong their plan 67%, compared to 54% average.
Demographics	What is your educational level	Yes	Target group has fewer highly educated men 66%, compared to average 78%. Partly due to men that have only finished highschool
Influence of following aspects on decision	Appearance	No	Overall not seen as very important
	Sound quality	Yes	More important for target group than other groups
	Free upgrades	Yes	More important for target group than other groups
	Supporting a Startup	Yes	Less important for target group than other groups
	Modular design	No	Overall seen as very important
	Environmentally friendly model	No	Overall seen as very important
	Repairs	Yes	More important for target group than other groups and seen as very important
Behavior (music)	When do you use your Gerrard Street headphone	N/A* However notable visible differences	Mostly for working/studying 75% or comuting by public transport 58,9% or bike 50%
	Do you share music and how	N/A* However notable visible differences	Mostly talking in real life 79%
	How do you discover new music	N/A* However notable visible differences	Through friends 72%, Spotify 65% and Youtube 58%
Psychographics	What is your ideal holiday	No	A clear preference for cultural and active holidays 74% as oposed to luxury
	Political Preference	Yes	46% of target group votes progressive which is lower than the average of 55%, however 45% of target group did not respond clearly

\* the chi-square test of statistical significance can not be obtained using Multiple Response questions

## APPENDIX H : 1 SURVEY RESULTS

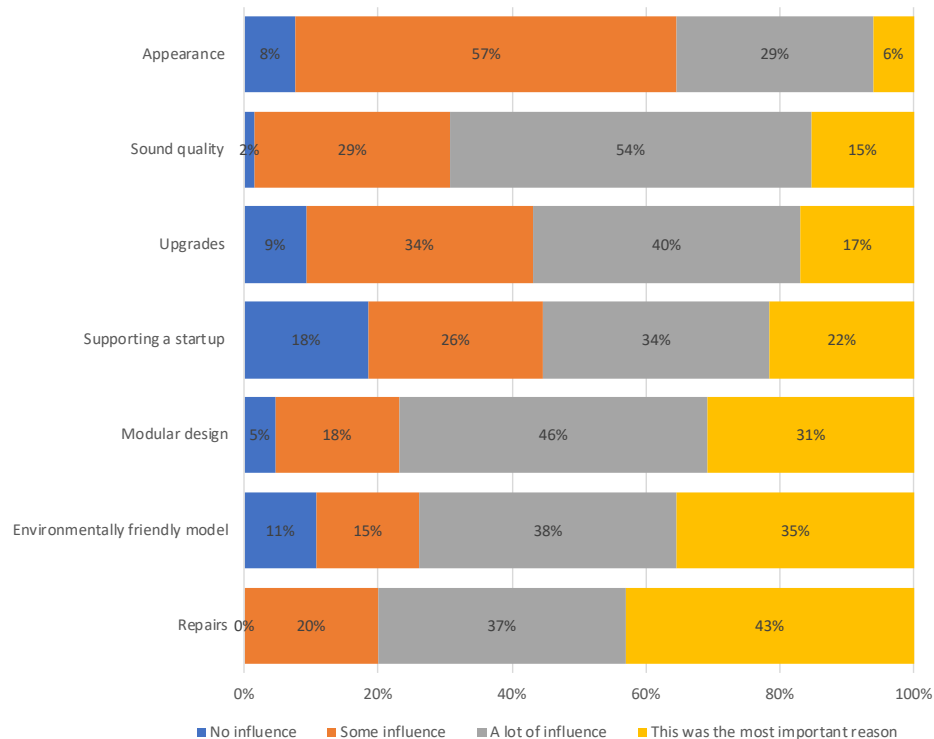
### H1 REASONS FOR GERRARD STREET (TARGET GROUP)

- Likes Gerrard Street because of the modular design and the free repairs (service/smart design)
- The environmentally friendliness of the headphone and they like supporting startups and new innovations (Gerrard Streets Purpose)
- Product specific reasons: Sound quality and appearance seem of fewer importance

### H2 SATISFACTION: ARE THEY GOING TO PROLONG THEIR PLAN?

- The target group more likely to prolong their plan compared to the average and the other groups. (68%) Furthermore fewer will definitely stop their plan 9% and fewer are not sure yet 23,1%
- Females are the least certain to prolong their plan. (only 25%)
- Overall most customers will probably prolong their plan 54%
- The difference between groups is significant  $p=0,028$

Importance of different reasons for ordering a Gerrard Street (target group)



			23. Ben je van plan jouw abonnement te verlengen?			
			Ja	Nee	Weet ik nog niet	Total
Goup	Know the founders	Count	33	9	17	59
		% within Goup	55,9%	15,3%	28,8%	100,0%
	Females	Count	5	4	11	20
		% within Goup	25,0%	20,0%	55,0%	100,0%
	Men outside target age	Count	30	7	26	63
		% within Goup	47,6%	11,1%	41,3%	100,0%
	Men aged 20-30	Count	44	6	15	65
		% within Goup	67,7%	9,2%	23,1%	100,0%
Total	Count		112	26	69	207
	% within Goup		54,1%	12,6%	33,3%	100,0%



### H3. EDUCATIONAL LEVEL

- Target group has fewer highly educated men 66%, compared to average 78%. Partly due to men that have only finished highschool

		5. Wat is je hoogst afgeronde opleiding?				
		Hoger Opgeleid	MBO	Middelbare school	Total	
Goup	Know the founders	Count	53	0	6	59
		% within Goup	89,8%	0,0%	10,2%	100,0%
	Females	Count	15	4	1	20
		% within Goup	75,0%	20,0%	5,0%	100,0%
	Men outside target age	Count	52	2	9	63
		% within Goup	82,5%	3,2%	14,3%	100,0%
	Men aged 20-30	Count	43	7	15	65
		% within Goup	66,2%	10,8%	23,1%	100,0%
Total		Count	163	13	31	207
		% within Goup	78,7%	6,3%	15,0%	100,0%

significant

0,003

### H4. DIFFERENCE IN REASONS FOR GERRARD STREET

- Product: Only sound quality is significantly more important for the target group, compared to all customers
- Service: Both service and upgrades are significantly more important to the target group, compared to all customers
- Brand/Purpose: Customers significantly care less about supporting a startup compared to all customers

		No influence	Some influence	A lot of influence	This was the most important reason	Significant p<0,05
Product	Modular design Target group	5%	18%	46%	31%	0,349
	Modular design Total	7%	17%	44%	32%	
	Sound quality Target group	2%	29%	54%	15%	0,004
	Sound quality Total	10%	29%	46%	15%	
	Appearance Target group	8%	57%	29%	6%	0,249
	Appearance Total	17%	50%	28%	5%	
Service	Repairs Target group	0%	20%	37%	43%	0,000
	Repairs Total	8%	22%	48%	23%	
	Upgrades Target group	9%	34%	40%	17%	0,026
	Upgrades Total	18%	30%	43%	10%	
Brand/Purpose	Environmentally friendly model Target group	11%	15%	38%	35%	0,083
	Environmentally friendly model Total	9%	15%	38%	39%	
	Supporting a startup Target group	18%	26%	34%	22%	0,000
	Supporting a startup Total	12%	17%	34%	38%	

## H5. WHEN DO USE THEIR GERRARD STREET HEADPHONE?

- The Target customers uses their Gerrard Street headphone in more situations than the other groups:
- Most target customers use their Gerrard Street for working/studying 75%
- Many also use the headphone for comuting by public transport 58,9% or bike 50%
- What is striking when comparing with the other groups is that:
- Females seem to use the headphone in fewer situations
- Men outside the target groups age mostly use the headphone in fewer situations except for at home 69%

Group		For public transport		In car		On becycle		Durring walks		For working/studying		Alone at home		Durring sports		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
Know the founders		25	43,9%	1	1,8%	19	33,3%	5	8,8%	43	75,4%	17	29,8%	4	7,0%	57	100,0%
	Females	11	68,8%	0	0,0%	4	25,0%	2	12,5%	9	56,3%	7	43,8%	1	6,3%	16	100,0%
	Men outside target age	25	42,4%	1	1,7%	12	20,3%	4	6,8%	31	52,5%	41	69,5%	3	5,1%	59	100,0%
	Men aged 20-30	33	58,9%	2	3,6%	28	50,0%	15	26,8%	42	75,0%	20	35,7%	3	5,4%	56	100,0%
	Total	94	50,0%	4	2,1%	63	33,5%	26	13,8%	125	66,5%	85	45,2%	11	5,9%	188	100,0%

## H6. DO THE CUSTOMERS SHARE MUSIC AND HOW?

- The Target customer actively shares music with other people:
- Moslty by talking with people about music 79,3%
- Music applications such as spotify and email and messaging apps are also popular (48,3)%
- Only 12% does not share music with friends
- What is striking when comparing with the other groups is:
- Females are much less likely to share music
- Men outside the target group, which are for the most customers older than 30 years are less likely to use music apps, social media

Group		No		Mesengers(mail/ Whatsapp)		Social media		Music services		Real life		CD/Platen		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
Know the founders		8	13,6%	25	42,4%	13	22,0%	36	61,0%	40	67,8%	7	11,9%	59	100,0%
	Females	6	33,3%	2	11,1%	2	11,1%	6	33,3%	8	44,4%	5	27,8%	18	100,0%
	Men outside target age	17	27,4%	13	21,0%	11	17,7%	25	40,3%	38	61,3%	17	27,4%	62	100,0%
	Men aged 20-30	7	12,1%	28	48,3%	20	34,5%	28	48,3%	46	79,3%	15	25,9%	58	100,0%
	Total	38	19,3%	68	34,5%	46	23,4%	95	48,2%	132	67,0%	44	22,3%	197	100,0%

## H7. HOW DO YOU DISCOVER NEW MUSIC

- Only a small group of people do not discover new music 3,1% of all participants
- The Target customer:
- Mostly discovers music through friends 72%, Spotify 65% and Youtube 58%
- Soundcloud and Festivals are also popular 33%
- Only 3% does not discover new music
- They do not use more traditional channels TV and Radio
- What is striking when comparing with the other groups is:
- Females
- Men outside the target group, which are for the most customers older than 30 years are less likely to use music apps, social media

		How do you discover new music																	
		10.1 Never		10.2 Radio		10.3 TV		10.4 Soundcloud		10.5 Youtube		10.6 Festivals		10.7 Vrienden		10.8 Spotify		Total	
Group		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
	Know the founders	1	1,7%	16	27,1%	2	3,4%	21	35,6%	17	28,8%	18	30,5%	46	78,0%	46	78,0%	59	100,0%
	Females	1	5,6%	10	55,6%	2	11,1%	3	16,7%	7	38,9%	4	22,2%	12	66,7%	13	72,2%	18	100,0%
	Men outside the target age	2	3,4%	19	32,2%	4	6,8%	6	10,2%	17	28,8%	10	16,9%	35	59,3%	35	59,3%	59	100,0%
	Men age 20-30	2	3,5%	8	14,0%	0	0,0%	19	33,3%	33	57,9%	19	33,3%	41	71,9%	37	64,9%	57	100,0%
	Total	6	3,1%	53	27,5%	8	4,1%	49	25,4%	74	38,3%	51	26,4%	134	69,4%	131	67,9%	193	100,0%

### H8. WHAT KIND OF HOLIDAYS DO THEY PREFER

- There is no significant difference between the different groups based on the kind of holiday that they prefer.  $p=0,483$
- There is however a clear preference for culturely (backpacking,city-trips)43% or active holidays (camping, Sport or hinking)31,1% as oposed to Luxury holidays 5,6% within the target group.

14. Wat komt het meeste in de buurt van jouw ideale vakantie?

Group	Backpacking	Active (Sports, Hiking)	Citytrip	Camping	Luxury Holiday	Other	Total
Know the founders	19	12	8	10	3	7	59
	32,2%	20,3%	13,6%	16,9%	5,1%	11,9%	100,0%
Females	3	5	3	5	0	2	18
	16,7%	27,8%	16,7%	27,8%	0,0%	11,1%	100,0%
Men outside target age	10	17	5	10	5	15	62
	16,1%	27,4%	8,1%	16,1%	8,1%	24,2%	100,0%
Men aged 20-30	13	12	11	7	3	12	58
	22,4%	20,7%	19,0%	12,1%	5,2%	20,7%	100,0%
Total	45	46	27	32	11	36	197
	22,8%	23,4%	13,7%	16,2%	5,6%	18,3%	100,0%

### H9. POLITICAL PREFERENCE

- The target group votes progressive(46%) with 45% unknown
- not as progressive as Females (75%) and people that know Gerrard Street's founders (75%), with 20-25% unknown

For which political party will you vote?

Goup	Know the founders	Female s	Men outside target age	Men aged 20-30	Total
	6	6	0	18	26
	10,2%	10,2%	0,0%	30,5%	44,1%
	3	2	0	13	2
	15,0%	10,0%	0,0%	65,0%	10,0%
	9	20	3	14	11
	14,3%	31,7%	4,8%	22,2%	17,5%
	13	10	1	20	10
	20,0%	15,4%	1,5%	30,8%	15,4%
Total	31	38	4	65	49
	15,0%	18,4%	1,9%	31,4%	23,7%

## H10. POLITICAL PREFERENCER

•

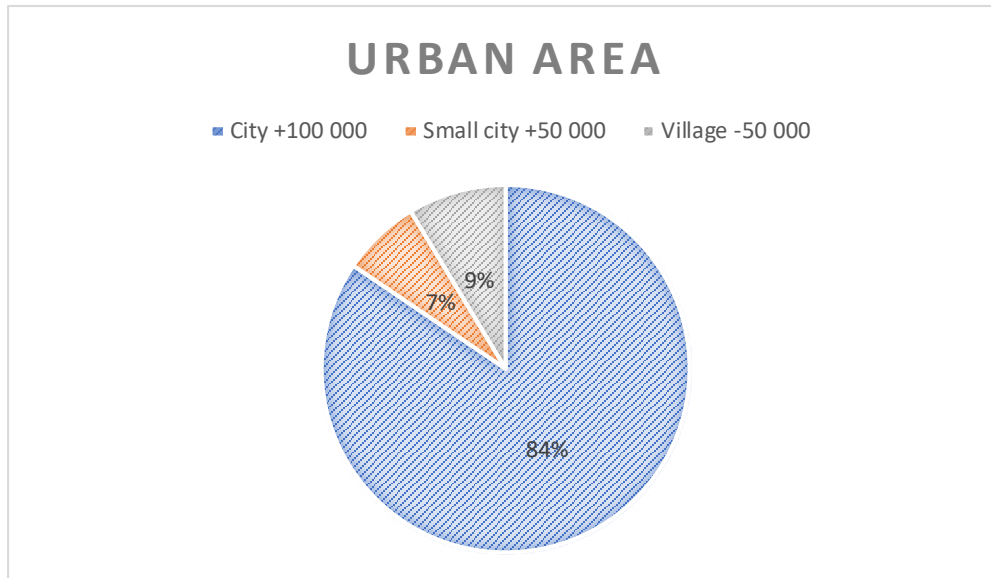
	Weet ik nog niet	Overig	Ik stem niet	Groen Links	D66	PVDA	VVD	SP	PVV	CDA	Cu	
Group	6	6	0	18	26	0	3	0	0	0	0	59
Know the founders	10,2%	10,2%	0,0%	30,5%	44,1%	0,0%	5,1%	0,0%	0,0%	0,0%	0,0%	100,0%
Females	3	2	0	13	2	0	0	0	0	0	0	20
	15,0%	10,0%	0,0%	65,0%	10,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	100,0%
Men outside target age	9	20	3	14	11	0	2	1	1	1	1	63
	14,3%	31,7%	4,8%	22,2%	17,5%	0,0%	3,2%	1,6%	1,6%	1,6%	1,6%	100,0%
Men aged 20-30	13	10	1	20	10	1	5	2	2	1	0	65
	20,0%	15,4%	1,5%	30,8%	15,4%	1,5%	7,7%	3,1%	3,1%	1,5%	0,0%	100,0%
Total	31	38	4	65	49	1	10	3	3	2	1	207
	15,0%	18,4%	1,9%	31,4%	23,7%	0,5%	4,8%	1,4%	1,4%	1,0%	0,5%	100,0%

## H11. INNOVATION POSITIVE?

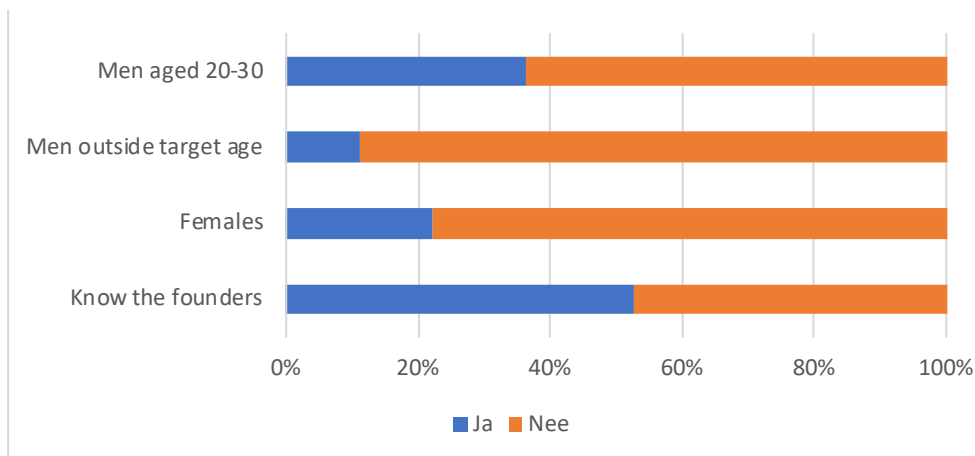
- Target group does not significantly differ from other groups. P=0,593
- Innovation is seen as mostly positive by 81% and always positive for 13,8%, which indicates a high toleration for innovations

Group	Know the founders	Count	Ons leven altijd ten goede komt	Ons leven meestal ten goede komt	Ons leven niet ten goede komt, maar ook niet slechter maakt	Ons leven slechter maakt	Total
Know the founders	Count	2	11	42	4	0	59
	% within Group	3,4%	18,6%	71,2%	6,8%	0,0%	100,0%
Females	Count	0	2	15	1	0	18
	% within Group	0,0%	11,1%	83,3%	5,6%	0,0%	100,0%
Men outside the target age	Count	0	11	45	6	0	62
	% within Group	0,0%	17,7%	72,6%	9,7%	0,0%	100,0%
Men age 20-30	Count	0	8	47	2	1	58
	% within Group	0,0%	13,8%	81,0%	3,4%	1,7%	100,0%
Total	Count	2	32	149	13	1	197
	% within Group	1,0%	16,2%	75,6%	6,6%	0,5%	100,0%

## H12. WHERE DO YOU LIVE?



## H13. DO YOU HAVE FRIENDS THAT ORDERED A HERRARD STREET VIA YOU?



## APPENDIX I : ESTIMATION TARGET SEGMENT

Amount of men aged 20-30 in the Netherlands  
1008 000 men in 2009 (1)

Educational level

37% of men between 25-35 has higher education. Assumed is that 37% of men aged 20-25 also is pursuing or has finished a college degree (2)

Urban area

65% of higher educated men aged 25-35 lives in highly urbanized area's (3)

Votes progressive (5)

D66, Groenlinks en PVDA are progressive parties. The national elections in 2012 demonstrate the following:

age 18-35 votes: D66 8,5%, Groenlinks 1,5%, PVDA 17%, total 27% progressive

Verhouding tussen leeftijdsgroepen en hoe progressief ze stemmen:

Age 18-35 = 27%

Entire population 27%

Assumed is therefore that the voting habits of the entire population are therefore representative for the group aged 18-35.

Highly educated votes(HBO, WO): D66 15%, Groenlinks 5%, PVDA 24%, total 44% progressive

Totaal

An estimation of the amount of highly educated progressive men that live in the city for the Netherlands is :

$1008000 \text{ (men aged 20-30)} \times 37\% \text{ (education)} \times 65\% \text{ (urban area)} \times 44\% \text{ (votes progressive)}$

Total = 107 thousand men

References used

<http://statline.cbs.nl/StatWeb/publication/?DM=SLNL&PA=7461BEV&D1=0&D2=a&D3=101-120&D4=59&VW=T>  
<http://statline.cbs.nl/StatWeb/publication/?VW=T&DM=SLNL&PA=71822NED&D1=0&D2=a&D3=a&D4=0-1%2c4&D5=a&D6=0&D7=2%2cl&H-D=130926-1540&HDR=T%2cG3%2cG5%2cG6%2cG1&STB=G2%2cG4>  
<https://www.cbs.nl/nl-nl/achtergrond/2009/51/meer-dan-helpt-van-hoger-opgeleiden-woont-in-de-stad>  
<http://statline.cbs.nl/Statweb/publication/?DM=SLNL&PA=82095ned&D1=a&D2=a&VW=T>  
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Via facebook audience

One of the requirements for the target segment is that the segment is accessible. Gerrard Streets promotion is currently mostly revolved around Facebook advertisement. A Facebook add profile is therefore created to evaluate how large the group of young educated progressive Dutch men is on Facebook.

oelgroepgegevens:

Locatie:

Nederland: Heerenveen (gemeente), Leeuwarden Friesland; Arnhem, Nijmegen Gelderland; Groningen Groningen; Maastricht Limburg (Nederland); Breda, Eindhoven, 's-Hertogenbosch, Tilburg (gemeente) Noord-Brabant; Alkmaar (gemeente), Amsterdam, Haarlem, Hilversum Noord-Holland; Utrecht (stad) Utrecht (stad); Middelburg Zeeland; Delft, Dordrecht, Gouda, Leiden, Rotterdam, Den Haag Zuid-Holland; Enschede Overijssel; Almere-Stad, Netherlands, Lelystad Flevoland

Leeftijd:

20 - 30

Geslacht:

Man

Taal:

Nederlands

Plaatsingen:

op pagina's: Nieuwsoverzicht op mobiele apparaten, Nieuwsoverzicht op computers, Rechterkolom op desktopcomputers, Expresartikel, Apps en websites van derden op mobiele apparaten of Instagram-overzicht

Personen die overeenkomen met het volgende:

Opleidingsniveau: Hoger onderwijs, Afgestudeerd, Volgt hoger onderwijs, hbo-diploma of Masterdiploma

En moeten ook overeenkomen met:

Interesses: Progressief liberalisme, Democraten 66, Partij van de Arbeid, GroenLinks, de Volkskrant, NRC Handelsblad, Partij van de Arbeid (PvdA), De Groene Amsterdammer, VPRO, De Correspondent, Trouw of Partij voor de Dieren

Placements:

Facebook Overzichten, Facebook Expresartikelen, Facebook Rechterkolom, Instagram Overzicht en Audience Network

Mogelijk bereik: 84.000 personen

## **GERRARD STREET**

**MANKIND IS AWESOME. STEP BY STEP, PEOPLE CHANGE THE WORLD FOR THE BETTER. BETTER, AND BETTER AGAIN. WE DON'T BELIEVE THIS WORLD IS DOOMED. CLIMATE CHANGE IS NO APOCALYPSE. IT'S ANOTHER CALL FOR IMPROVEMENT. AND WE HUMANS, WE ROCK AT IT.**

**WE'RE NO ACTIVISTS, OR A NON-PROFIT. WE'RE ENTREPRENEURS. AND WE'RE WITH THE DOERS. YOU WON'T FIND US AMONGST THE TALKERS AND BRAWLERS. THE PROTESTERS. WE HOLD NOTHING AGAINST MULTINATIONALS, IN FACT WE ADMIRE HISTORY'S MAKERS. THE GARAGE-ENTREPRENEURS, THE CAPTAINS OF INDUSTRY, THE INVENTORS, THE ELECTRONICS GIANTS. THEY'RE THE DOERS WHO SHAPED OUR WORLD.**

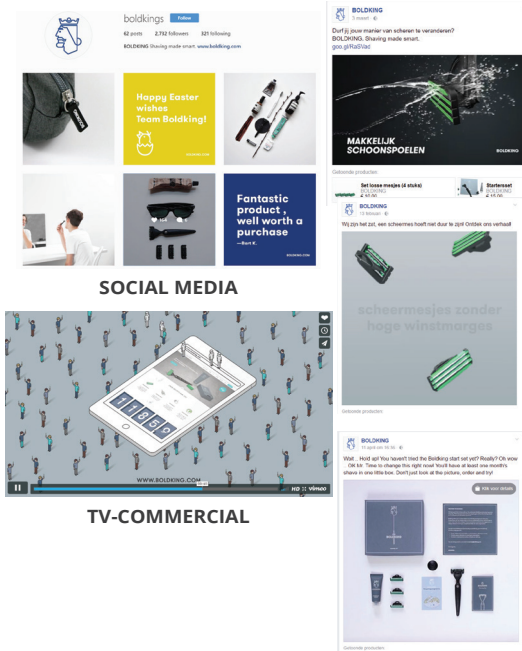
**DOERS DON'T AWAIT CHANGE. THEY MAKE CHANGE. YES, IT MEANS OFF-ROADING. THERE'S NO BLUEPRINT. EXPECT OTHERS TO JOKE, BLABBERING YOU'LL FAIL. SO WHAT? DOERS HAVE THE BALLS TO TAKE A SHOT AND THE GUTS TO FAIL. THEY HAVE IDEAS INSTEAD OF WORRIES. THEY HAVE BRUISES, NO REGRETS. THEY DON'T GO ALONG FOR THE RIDE, THEY STEER. DOING BEATS TALENT, HAMMERS INTELLECT, AND CONQUERS STATISTICS. THEY LIVE THE LIFE OTHERS DREAM. STOP ENDLESSLY FINETUNING A SO-CALLED MASTERPLAN. JUST START. LEARN BY DOING.**

**WE MAKE PRODUCTS FOR DOERS. PRODUCTS THAT ARE MEANT TO BE USED, NOT OWNED. WHEREVER, WHENEVER. PRODUCTS THAT - IF DAMAGED - AREN'T WASTED, BUT FIXED OR RE-USED. SIMPLY PUT; BETTER PRODUCTS FOR A BETTER WORLD. PRODUCTS THAT LEAVE YOU FREE OF CARE. SO YOU CAN DO WHAT DOERS DO BEST: CHANGE THE WORLD FOR THE BETTER. AND LOVE IT.**



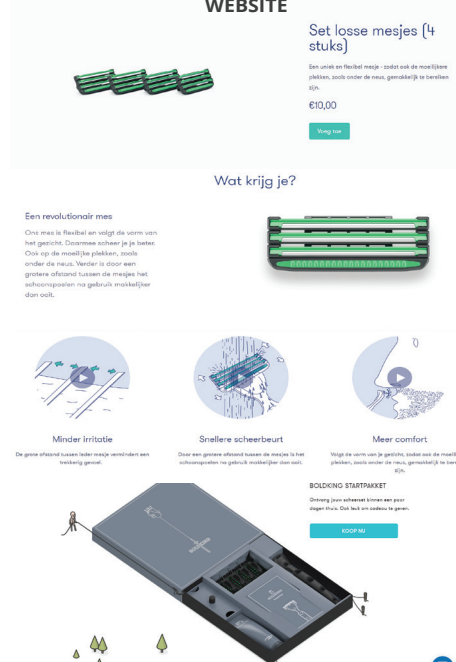
# APPENDIX K1: CASE BOLDKING,

## AWARENESS



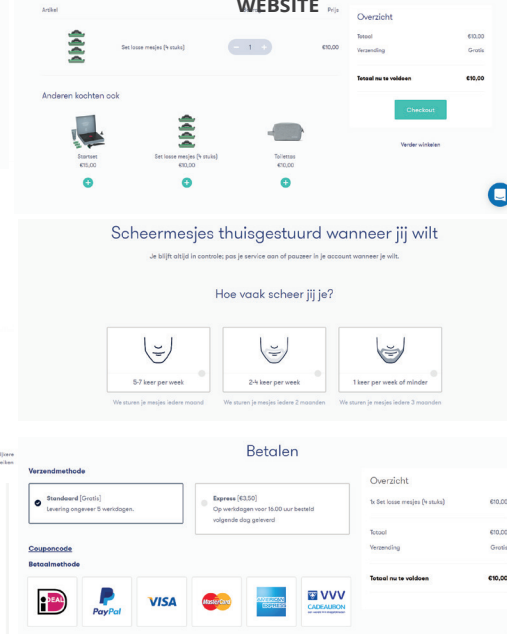
## CONSIDER

### WEBSITE



## ONLINE PURCHASE

### WEBSITE



## POST PAYMENT

### WEBSITE



Awareness: Boldking promotes its products mostly via social media, through add campaigns. Lately they have also started TV commercials to increase their reach. The goal of all promotions is eventually to attract people to their website, which is their online sales channel.

Consider: The website shows an explainer and the benefits that the product is offering. Furthermore, the product can be ordered at every step.

So far the process is rather similar to that of Gerrard Street. With all traffic lead to the website, which shows an explainer. On the website potential customers are convinced to give it a try by offering starter packs.

Online purchase: After the customer is convinced to order a product he is asked if he wants to start a subscription that sends the razors automatically, it does so by asking how often they shave, which automatically

is referred to a recommended plan. This is the first time customers are asked to subscribe for the service.

Post payment: After payment they provide customers with visuals on what to expect and how to start shaving. Customers get excited about the product and are informed about how to use it.

Advocacy: Post payment is also the moment Boldking offers customers to promote the product for a discount.

Unpacking: This is a special moment for which they use a stamp and a personal text to welcome new customers. It should really excite the customers about the purchase.

## PROMOTE AMBASSADORSHIP WEBSITE



Geef €2,- aan een vriend en verdien €2,-.

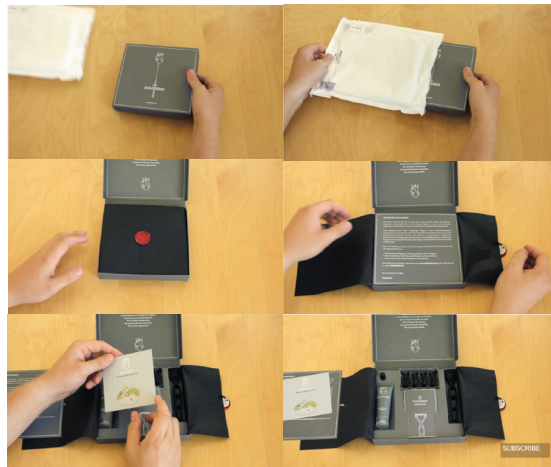
Door jouw persoonlijke code met jouw vrienden te delen geef je hem niet alleen korting op een startset, maar ontvang je zelf ook scheertegeod!

Deel uw persoonlijke kortingscode

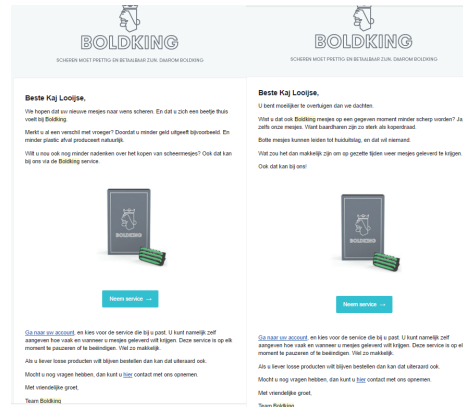


Of kopieer jouw persoonlijke kortingscode en deel deze op een andere manier:

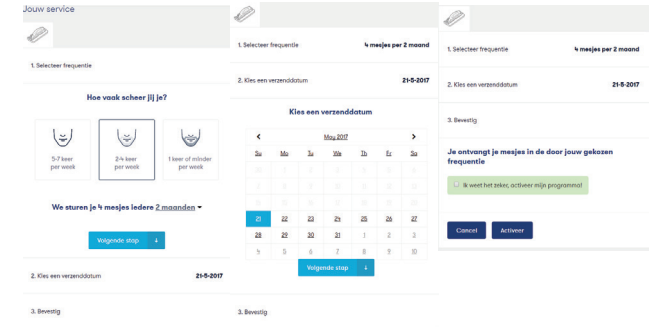
## UNPACKING EXPERIENCE DELIVERY



## PROMOTE SUBSCRIPTION EMAIL



## SUBSCRIBE WEBSITE



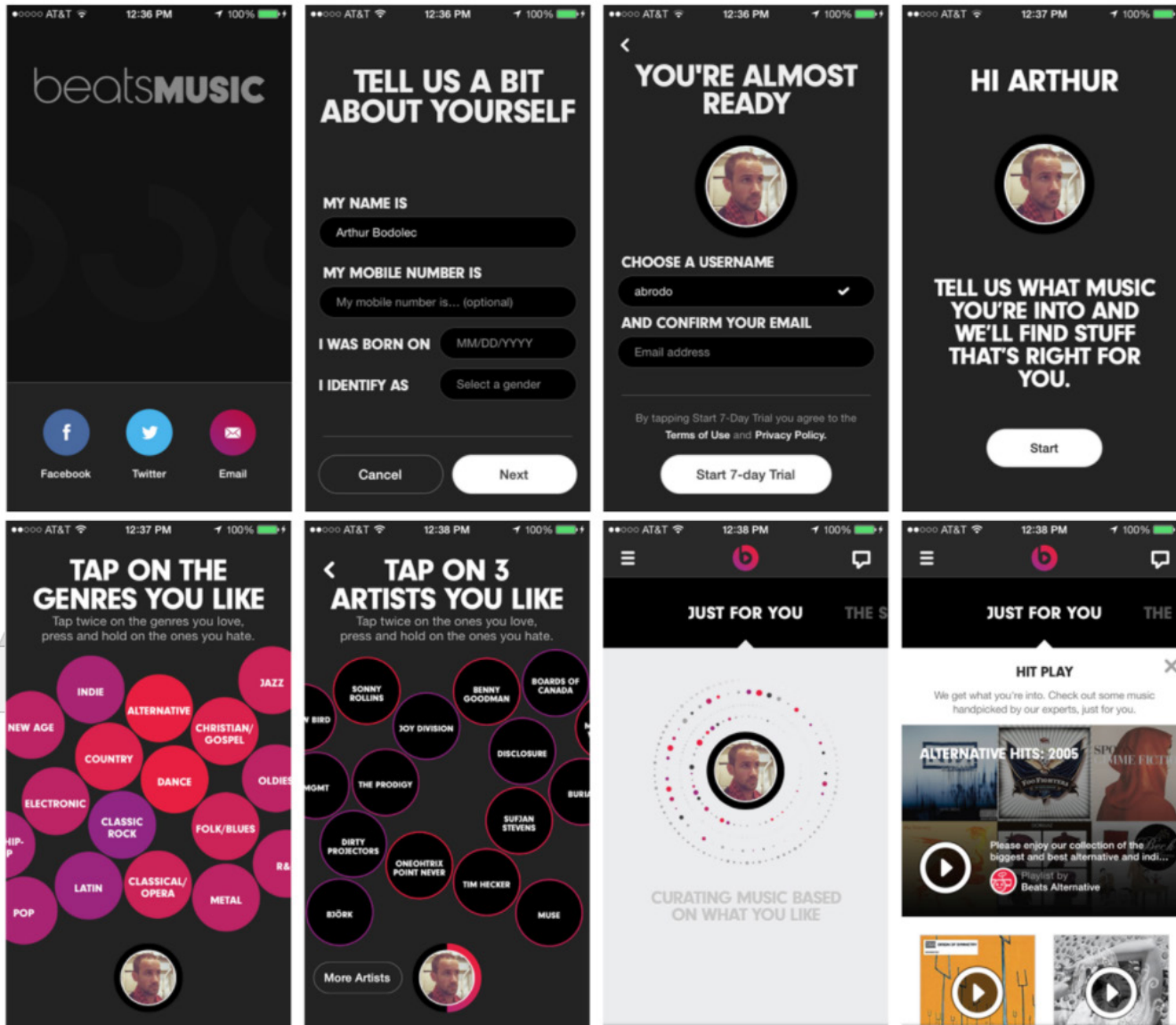
## INSIGHTS BOLDKING

- Boldking first convinces customers to try out their products before offering a subscription
- The flow is very automatic
- After a first purchase and evaluation it only takes 3 steps to start your subscription
- Convincing is mostly done on the website
- The subscription is promoted via email marketing in a funny/social way.
- The brand communication is consistent over all touchpoints

## RECOMMENDATIONS FOR GERRARD STREET

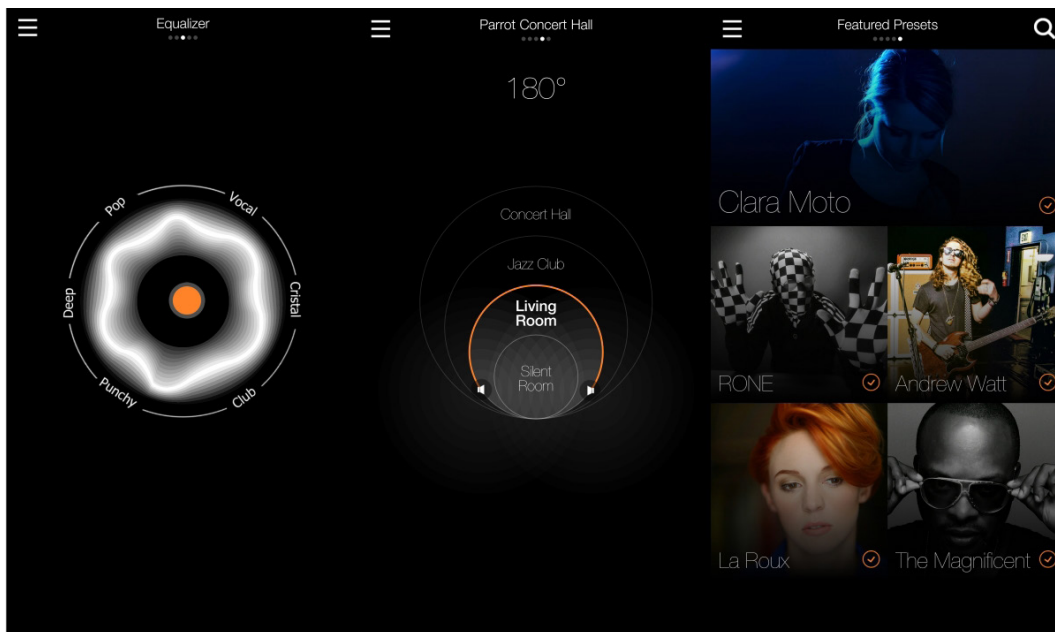
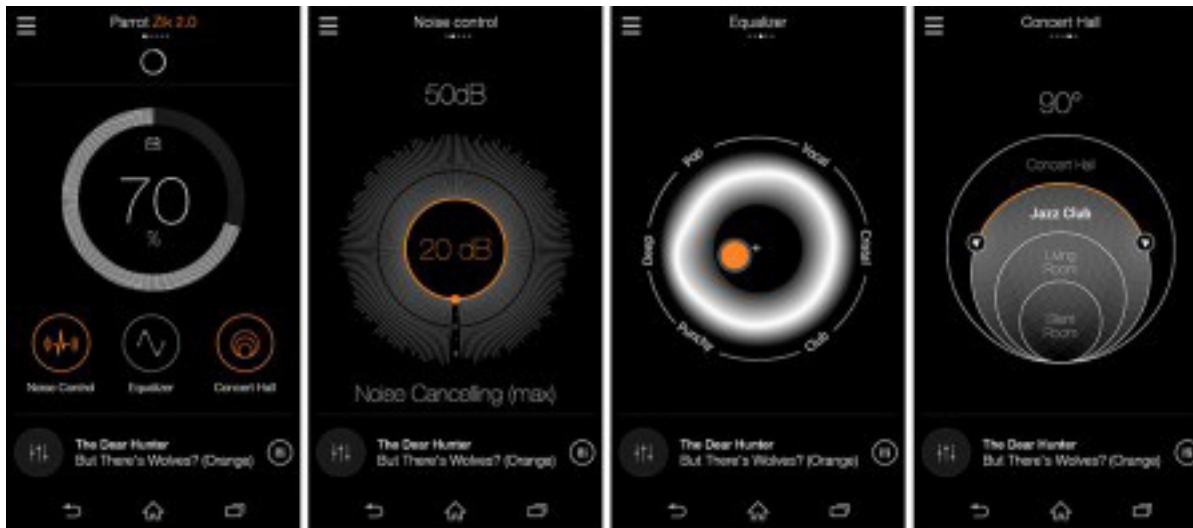
- Create a low barrier for a lead, after which they can get convinced to get a paid subscription
- Excite customers after they have become a follower or subscribed (after every action a customer takes it should be confirmed that they have made a great decision to interact with Gerrard Street)
- Increase the payment options
- Convincing leads happens via email in a funny and not too serious way (enjoyable).
- Advocacy is asked after purchase where you can save money if a friend subscribes

APPENDIX K2:CASE BEATS MUSIC



RECOMMENDATIONS FOR GERRARD STREET  
- Personalized on boarding experience so that the service feel tailored to each customer

## APPENDIX K2 CASE: PARROT ZIK



### RECOMMENDATIONS FOR GERRARD STREET

- Personalized your sound and adjust settings in app.
- App also works for non-customers to get familiar the concept. They can take a tour around the app
- There is a social aspect to the app. People can share their personal equalizer settings with other people. There are also famous people sharing their settings