

APPENDICES: HEADPHONES AS A SERVICE

FINDING THE RIGHT CUSTOMER AND DESIGNING THE BRAND

Master thesis - July 2017 Kaj Looijse

Appendices Master thesis

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APPENDIX A: SUBSEGMENTS WITH VALUE PROPOSITION AND REFERENCED BRANDS

SERVICE LOVERS

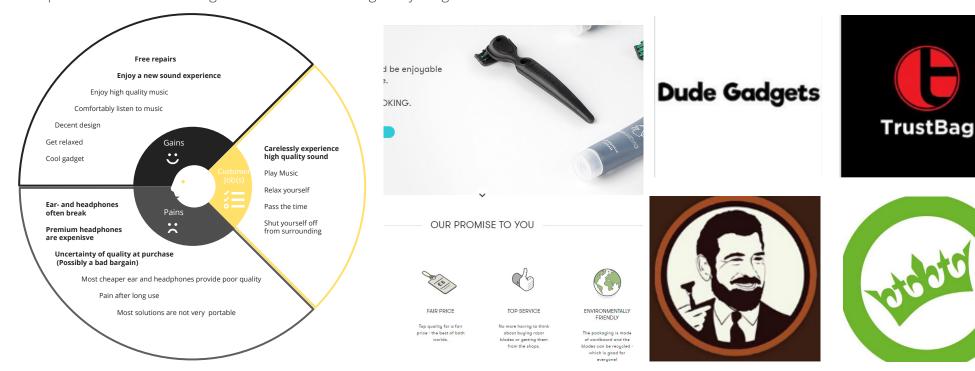
Behavior: These men are sold on the idea that they can **carelessly use a premium headphone** and care for the accessibility of products. They have arranged their lives with many subscriptions such as streaming services, public transport cards and sharing initiatives. They love the fact that their headphone 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 us the **Internet** a lot for their jobs and for leasure.

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 to seriously, likes surfing on the internet in search of funny video's
- Shaversclub A boldking competitor, hat promotes itself with funny shaving video's
- Trustbag is an innovative gadget for surfers and outdoorstyle people.



MUSIC PIONEERS

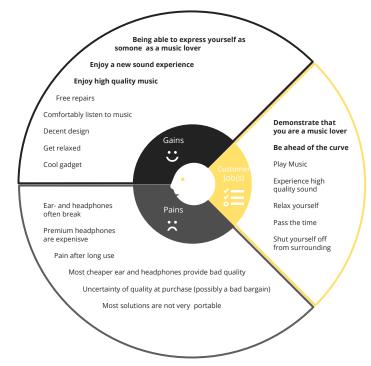
Behavior: The source of value is functional because they **want high quality sound** and also feel that **normal earphones deliver poor quality**,

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

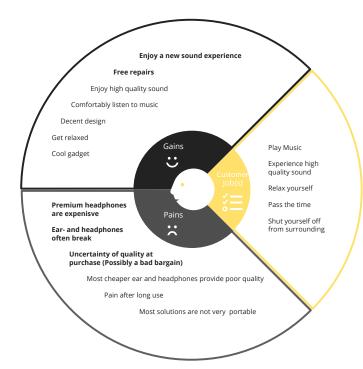
Behavior: These customers see value in the **financial benefit.** They desire **better sound quality** than regular earphones and headphones, but do not want to spend too much money on a premium headphone and are looking for a good deal. Compared to the main profile, the most important pains for this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

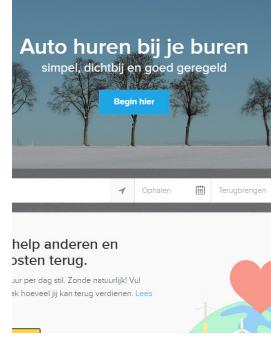
Snappcar is selected as the reference brand for the budget consious consumer. Snappcar provides a platform where people can share their own car for a financial compensation. They limit the risks involved in sharing your car with strangers. The service is promoted as `Rent a car from your

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 televisio channel aimed at progressive people
- BlaBLaCar, which is a popular hitchhicking 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 chocolade 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 Fariphone, the first company that promises to build a socially responsible smartphone. There main selling point is as can be seen in 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 Faiphone 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 the oceans of plastic
- · Greenpeace, an activist organization that fights for a better environment









Meet the Fairphone 2

We've created the world's first ethical, modular smartphone. You shouldn't have to choose between a great phone and a fair supply chain.

Explore the Fairphone 2 >





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. (figure 3.3)

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 Owns a beats Streets service (Product-specific, behavioural attributes)

S1.1What 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

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

\$1.4 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

Di'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 Theraputical 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 envirnment

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)

11

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

Want to be unique

Wants to enjoy life

Achieve something

Entrepreneurial aspirations

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

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

Bart Kriigsman	Pim van der Aa	Noud van der Vliet	Silke van der bur	Henk Vogel	Anthony	Richard Oosterwijk	Edo de Haas	Daniel van Staveren	Daan Smit	Leroy	Hugo de Jong	Alfred Pod	Olaf	Merlijn	Ben Visser	
N		21		2	2	2	2	2	2	2	24	27	2	20	2	Leeftijd
Student industrieel ontwerpen	26 Marketeer	Student Maritime	Student werktuigbouwku 19 nde	Student Student literatuur	27 Muzikant	29 Leraar	28 Marketeer	Sustainability 26 consultant	27 Trainee	24 Theater school	Studen Technische 4 bestuurskune	Student werktuigbouw	20 Student HBO	Student 3e jaars 0 Werktuigbouw	Student en binnenkort 24 ondernemer	Beroep
Urban	Urban	Urban	Vrban	Urban	Urban	Rural	Urban	Urban	Rural	_	Urban	Rural	Combi	Rural	beiden	Urban Rural
Facebook, linkedin	Facebook	Facebook, Snapchat	Facebook, Instagram	Facebook, Instagram	whatsapp, facebook, snapchat	Facebook, Instagram	Facebook instagram, snapchat, youtube	Facebook, Instagram	Facebook, linkedin, soundcloud		facebook	facebook	facebook	facebook		social media
Op de achtergrond of of feesties		Luisterd altijd veel muziek en vind het sociale belangrijk	Veel met muziek bezig, speelde in n bandjes ir	0.3	ζυ	Very important as he is always looking for new music	Heel belangrijk, zet altijd gelijk muziek aan	Veel kennis over muziek e gaat vaak naar concerten	Lustert en zingt veel, heef tveel invloed op zijn gemoedstoesta nt	Heel belangrijk is nonstop bezig met zoeken naar nieuwe muziek. ziet muziek als kunst	Houd veel van muziek en deelt het ook graag met huisgenoten	luistert veel tijdens het reizen, dit zou hij missen		deachtergrond en dagelijks bezig met het ontdekken van nieuwe muziek	Heel belangrijk is nonstop bezig met zoeken naar nieuwe muziek	Hoe belangrijk is muziek voor Bespeel je jou? instrumenten
nee e	nee	nee	neerdede nstrumenten	lirigeerd ook	muzikant	dj's sometimes	Speelt een beetje gitaar	Nee	nee	heaterschool	nee	Nee	heeft ze wel maar bespeelt ze niet	Vroeger wel tegenwoordig niet meer	/roeger ook in	.~
tiidens reizen	nee	thuis, tijdens reizen	tijdens reizen en voor het slapen	Tijdens het reizen of thuis	muziek on the go	om te reizen	Tijdens reizen	In trein	studeren en onderweg veel	ja vooral solitair	la	Tijdens reizen	belangrijker om alles met vrienden te delen	āi	Muzike is vooral iets wat hij individueel beleeft	Om af te zonderen
tiidens uitgaan	niet echt	in gezelschappen	Deelt veel muziek praat er over	samen muziek maken en deler van lijstjes	Speelt in band gaat naar optredens etc	Likes influencing the athmosphere with music	Is de dj op zijn werk ze altijd de muziek op	Vaak naar concerten en deelt muziek met vrienden	Deelt muziek en gaat regelmatig naar optredens	Niet echt	met huisgenoten die er meer verstand van hebben	Ja veel naar festivals, muziek delen	Ja heel belangrijk voor hem samen nummertjes opzetten	Mwa	aangezien zijn vrienden van andere stijdeln houden	Met vrienden?
Casual, maar wel bewust mee	Casual	basic maar wel goede kwaliteit/netjes	nette kleding, pantalon	calssie wel bewust en hoge kwaliteit	Eigen stijl, skater/hip hop	Casual but nea	Bewust mee bezig. maar nie om een statement te maken	Netjes met genoeg kleur	n houd van mode en wil er hip bij lopen	Unieke stijl. houd van sneakers	Casual, preppy een beetje netjes	Casual sporty	Casual niet te	Netjes en merk kleding/ hoge kwaliteit	casual fashion is niet belangri	Bewust met Fashion
e Sportschool en	Tennist veel	Hockey vaak		v			<i>A</i>		Sport regelmatig veel fietsen en voetballen		Sport veel	veel sporten	Sport veel wil basketbal pro worden	sporten en har werken erg belangrijk	ij.	Sportief
Innovatie is	Verandering is prima	Ja	progressief vernieuwend en innovatief	conservatief in stjil en progresssief in opvattingen	vind dat je open moet staan voor dingen buiten jezelf	Sustainability i very imporant. verder ook progressief	Innovatie is he belangrijk, meegaan met de tijd	Duurzaameid erg belangrijk	<u>``a</u> :	progressief mensen moeten bezig zijn met nieuwe dingen	progressief duurzaamheid en millieu zijn belangrijk	progressief duurzaamheid en millieu zijn belangrijk	progressief duurzaamheid en millieu zijn heel belangriji	porgressief in d opvattingen persoonlijkheid conservatief	progressief duurzaamheid en millieu zijn heel belangrijk	Progressief
Wil iets voor zichzelf		Nu vooral aan het genieten van zijn studententijd	Vooral nog veel leuke dingen aan het doen. en Genieten als student		n uniek zijn, eigen or bedrijf en projecten aanpakken	Outgoing	Genoeg leuke dingen doen open buiten het werk	Wil hard gewerkt hebben en veel dingen met vrienden gedaan hebben	Werk is op dit moment belangrijk voor hem, wil graag stapppen zetten. Maar kan niet zonder sociale contacten	_	en is veel bezig met vrienden en vriendin. Drinkt niet	goed te studeren en sociale contacten goed onderhouden	Sport veel wil basketbal pro worden	Behoudend, vind sporten hard werken belangrijk	Studeert veel en heeft dromen om duurzaamheid gemeenschapg oed te maken	Lifestyle
Voor zichzelf	Huisje met een er vaste baan en genoeg tijd voor leuke dingen	Wil serieuzer worden qua studie	el Wil actief met muziek bezig blijven, waarschijnlijk in bandjes oid	later het onderwijs in, samen met andere mensen ergens naar toe werken	en Films maken, veel optreden en met muziek bezig zijn	leeft van dag dag	Zijn leven nu vindt hij erg fijn, hij hoopt dat het et niet te routineus wordt	Carriere en gemaakt n hebben in de duurzame n vastgoedwereld	g g er Een goede werkplek en mooi ieven	ar wil docent worden en theater maken	ig Bachelor en afronden en et daarna verder kijken	wil over de hle d wereld trekken om te werken	Hoog basketballen	en	wi ondernemer g worden. Leven om te werken	Doelen
Hitoaan	n n oor uitgaan	uitgaan	uitgaan, feesten en nieuwe in mensen ontmoeten	en oe uitgaan	k uitgaan	tot Beiden	het us uitgaan	eld uitgaan	uitgaan met vrier	thuis met	r Uitgaan	e Uitgaan	Thuis blijven met vrienden	uitgaan	er n Beiden	uitgaan/thuisblij ven
Gehruikt oorties	Heeft thuis een beats samen met vriendin die hij alleen gebruikt voor games en series	Heeft een goede koptelefoon maar hij is heel lelijk	had alleen koptelefoon	heeft enkele koptelefoons gehad	Meerdere go	had goede oordoppen maar wilde e koptelefoon	was aan het kutten met oordopjes en wilde iets beters en toen kwam dit langs		wilde ereen die niet al te duur is omdat ze vaak rrier kapot gaan	Kapotte oortjes en wilde al een tijdje een koptelefoon	Gebruikte oortjes en wilde een koptelefoon proberen	Vaker gehad maar gingen snel kapot	Wilde al een tijdje een goede koptelefoon	Had oortjes, maar wilde wilde al heel lang een koptelefoon	Wilde wel graag een koptelefoon	blij had je een Hoofdtelefoon?
ies NVT	die NVT	el Staat er wel	Strak design met hoge kwaliteit geluid en het lease model		wilde goed kwaliteit die niet iedere keer goede kapot gaat	Duurzaamheid het nieuwe een model en hoge n kwaliteit	behoefte aan ers goed geluid en n om een startup te steunen	De duurzame gedachte gedachter en de belofte van geluidskwaliteit en hij vind hem mooi	modulair en het abonnement ilie vond hij tof. r is Daarnaast dat k het een startup is	Super handig es en helemaal en into de servoe, was onzeker over kwaliteit	Om het te proberen en is groot de voorstander van on het huren en hip ontwerp		koptelefoons gaan vaak stuk, dit was de perfecte oplossing	Geluids kwaliteit en De Visie van het bedrijf millieu bewust en open minded	Het duurzame idee erachter. De circulaire economie is zelf veel met duurzaamheid aag bezig en een oon startup steunen	
			The Service	eit The Service	The Service	d e Sustainability	n Startup innovatie	e iit Sustainability	et t t The Service	The Service	s an The Service	t en of The Service	Ik, The Service	teit an High quality ed sound	elf d Sustainability	Reden 1
			High quality sound	High quality sound	High quality sound	High quality sound	High quality sound	High quality sound	Modulaire koptelefoon	Quality	Design Headphone	Upgrades	Repairs	Starup/Innovati	Starup/Innovati	Reden 2
			The design					The design	Starup/Innovati					ati	a .	Reden 3
N T	NVT	hippe startup met circulaire economie	Nieuw concept met het leasen van een koptelefoon	Slim innovatief model dat meegaat met de sharing economy	kwaliteit toegankelijk maken, innovatief model	Nieuwe duurzame startup	kwaliteit toegankelijk maken, innovatief model	Circulaire economie m een mooie fi koptelefoon	Een jonge startup die zich rati afzet van de huidige industie	toffe nieuwe startup met een innovatief model	Duurzaamheid en slim concept	Duurzaamheid en goede kwaliteit betaalbaar maken	Innovatie nieuwe ding doen	Innovatie startup die een nieuw model aanbied. Klein en persoonlijk	De circulaire economie	Waar staat Gerrard Street voor
N T	NVT	NY	pt en opzich wel	t de ja helemaal goed	Ja helemaal	Zeker	Jazeker	et jne Ja zeker	Ja want het voeld alsof de koptelefoon van hem is en alsof ich hij er niet extra voorzichtig mee ste hoeft te zijn	Vind het fantastisch en niet te duur en wil graag draadloos	nog niet overtuigd van de waarde. gebruikt hem ept niet heel vaak	Helemaal goed	Als er upgrades komen wel. is heel tevreden over de kwaliteit. maar denkt niet dat de koptelefoon 300 euro kost		Als het draadje gefixt is is hij helemaal overthuigd	et Vindt je het het waard?
FVN	NVT	NVT	Via een vriend	Via een vriend geprobeerd en dat beviel hem wel	Via facebook en een vriend van hem	read an article and liked the idea behind it. Then got an discount cart from friend	Via facebook vriend	Via facebook van Dorus	de van Ison mee Via schoonbroer	Via een vriendin en en daarna na en twijffelen besteld. Vond site heel goed	an Via dorus die m een keer bij hun ak thuis was	Via facebook en vriend zat bij oed eerste 500	des is is en via artikel en aar daarna overtuigd toen oen vriend hem st had	Via huisgenoot- geluisterd- geinternet - gekocht	Via facebook en adje daarna ook op een duurzaamheids evenement	Hoe ben je in het contact gekomen?
terugkeerende berichten na Zalando	Telefoon en op straat is iritant		vind reclame wel chill hierdoor blijft hij op de hoogte	en Gebeld worden	ok en companies that call him	cle e e I it. affiliated rt affiliated marketing	benaderd worden zonder zich ergens ok voor opgegeven te hebben	*	,	andin Na Mailtjes zijn nd irittant mits ed relevant	ie hun Telefoon, aan de deur, email	en	en em	Grote bedrijven die onnodig veel info sturen	op spam. Wil voelen alsof hij zelf het idee gehad heeft	in Dislikes
nde	ਜੇ op		e ft é	den	Via facebook, that vrienden eerste persing	Via pr had het artikel gelezen	der even Op het moment dat je er een wil			belangrijke updates zou hij wel leuk vinden	Via via of via facebook is an prima. Niet meer mail		Via vrienden 4 vrienden hebben hem ook	Gerrard street is jven klein en interessant dus info is wel leuk	aanwezigheid in odurzaamheids duurzaamheids evenementen. interessante video's	Goede manier

Sonny van der Wijl	Bart Krijgsman	Pim van der Aa	Noud van der Vliet	Hugo de Jong	Alfred Pod	Olaf	Merlijn	Edo de Haas	Daan Smit	Richard Oosterwijk	Daniel van Staveren	Ben Visser	Leroy	Silke van der burg	Henk Vogel	Anthony		
oortjes	Gebruikt oortjes	Heeft thuis een beats samen met vriendin die hij alleen gebruikt voor games en series	Heeft een goede koptelefoon maar hij is heel lelijk	Gebruikte oortjes en wilde een koptelefoon proberen	Vaker gehad maar gingen snel kapot	Wilde al een tijdje een goede koptelefoon	Had oortjes, maar wilde wilde al heel lang een koptelefoon	was aan het kutten met oordopjes en wilde iets beters en toen kwam dit langs	wilde ereen die niet al te duur is omdat ze vaak kapot gaan	had goede oordoppen maar wilde ee koptelefoon	had sennheiser oordopjes maar wilde een koptelefoon	Wilde wei graag een koptelefoon	Kapotte oortjes en wilde al een tijdje een koptelefoon	had al een koptelefoon	heeft enkele koptelefoons gehad	Meerdere go	Why did you buy a headphone	
TVN	tjes NVT	die NVT	eel Staat er wel	Om het te proberen en is groot lde voorstander van oon het huren en hip ontwerp	de service/ relatie met het bedrijf. ook het doorontwikkelen vindt hij heel tof	koptelefoons gaan vaak stuk, dit was de ede perfecte oplossing	Geluids kwaliteit en De Visie van het bedrijf millieu bewust en open minded	behoefte aan ters goed geluid en m om een startup te steunen	modulair en het abonnement die vond hij tof. Ir is Daarnaast dat ak het een startup is	leuke startup Duurzaamheid het nieuwe een model en hoge kwaliteit	De duurzame gedachte gedachte erachter en de ser belofte van aar geluidskwaliteit en hij vind hem mooi	Het duurzame idee erachter. De circulaire economie is zelf veel met duurzaamheid aag bezig en een startup steunen	Super handig jes en helemaal en into de servce, was onzeker over kwaliteit			wilde goed kwaliteit die niet iedere keer goede kapot gaat	Belangrijkste reden voor Gerrard Street	
				s in inip The Service	t et len The Service	The Service	teit an High quality	n Startup innovatie	t The Service	d le Good for the environment	e e e m Good for the environment	telf d d Sustainability	The Service	d The Service	g d teit The Service	The Service	et Reden 1	
				Design Headphone	Upgrades	Repairs	Starup/Innovati	High quality sound	Design Headphone	High quality sound	High quality sound	Starup/Innovati	High quality	High quality sound	High quality	High quality sound	Reden 2	
							Good for the environment		Starup/Innovati	Design Headphone	Design Headphone			Design Headphone			Reden 3	
Veel bezig met muziek, gebruikt het ook therapeutisch	Op de achtergrond of of feestjes	Muziek in de auto vind Pim wel lekker	Luisterd altijd veel muziek en vind het sociale belangrijk	Houd veel van muziek en deelt het ook graag met huisgenoten	luistert veel tijdens het reizen, dit zou hij missen	Heel belangrijk vooral het bindende	op deachtergrond en dagelijks bezig met het ontdekken van nieuwe muziek	Heel belangrijk, zet altijd gelijk muziek aan	Luistert en zingt veel, heef tveel invloed op zijn gemoedstoesta nt	Very important as he is always looking for new music	<u>a</u>	Heel belangrijk is nonstop bezig met zoeken naar nieuwe muziek	Heel belangrijk is nonstop bezig met zoeken naar nieuwe muziek, ziet muziek als kunst	Veel met muziek bezig, speelde in bandjes	Heel belangrijk heef tconservatorium gedaaan en is nog steeds dagelijks bezig met muziek	Music is his life, job and hobby	Main segment: Men aged 20- 30 that love music	
_	_	1	ω	4	4	4	3	4	4	4	4	<u>-</u> ع	4	4	4	4	Subscription / service enthousiasts	
_	2	1	1	_		2	ω	2	ω	4	4	4	2	_	1	_	conscious	
<u> </u>	_	1	_	<u> </u>	2	_	_	N	_	_	2	3	ယ	4	4	4	Music pioneers	
ယ	2	4	_	ш	2	ω	_	2		N		_	-		_	2	Budger conscious consumer	
				Design Headphone	(0)	(0	Starup/Innovati	Startup	Starup/Innovati	Starup/Innovati	Design Headphone	Starup/Innovati		Design Headphone			Different reason	
				Sporty Lifestyle	Sporty Lifestyle	Sporty Lifestyle	Sporty Lifestyle	Young Professional	Young Professional	Concious Consumer	Concious Consumer / Youg Professional	Concious Consumer	Passionate musician	Passionate musician	Passionate musician	Passionate musician	Segment	
						Does not go to concerts, makes playlists, does not wear neat clothes more casual/sporty. Does agree with the motivation	Agrees with segment accept that he did not feel a premium would be too expensive and that his motivation is that he aligns with the companies vision.	It fits the description	Deelt alleen niet actief muziek en heeft de koptelefoon ook vanwege het verhaal			Completely agrees with segment		Completely agrees with segment	Completely agrees with segment		Feedback	
				Facebook	Facebook	Facebook	l a	Facebook. instagram, snapchat, youtube	Facebook, linkedin, soundcloud	Facebook,	Facebook, Instagram, but not very active		'	Facebook,	Facebook, Instagram	whatsapp, facebook, snapchat	Social media	
				does not watch TV if he does, sometimes a detective on NPO		Netflix/Youtube	Rarely watches television, but if he watches: NPO1,2,3	RTL, BNN, Stuk, NPO	Studio sport, Sportza DWDD, dumpert tedx	Does not have	t NPO(uitzending gemist)	tegenlicht VPRO		BNN Comedy central	VPRO		TV/Video chanels	
				Suits, Shooter, the crown, Narcos		e Westworld	s if Sherlock, Orphan black, Black mirror	schuldig, docu's, Black Mirror,	,o	the 100, Black sails, the bridge	Ğ	Game of Thrones, House of Cards, Peaky Blinders, Shameless, Vikings, Suits, Sherlock, Luther, The Crown			Breaking bad, Sherlock, East Bound & Down, Twin Peaks, True Detective, The Night Of, Rick and Morty		Series	
				NRC, NOS		does not follow the news	NOS	NOS, Telegraaf, Parool, Trouw, Correspondent, Tweakers, Nu. nl, Facebook	nos, volkskrant, correspondent, facebook	Does not believe in the mainstream e news channels	Volkskrant	critical of media, so follows a whole bunch of them. Mix of mainstram and alerthative sources		NOS	, Volkskrant (papier), Trouw/NRC/Vrij Nederland/etc (via Facebook)		News chanels	
				Oranjebloesem		does not go to festivals	The Rabbit Hole, appelpop, pink pop	f, Wildenburg, ruigoort, Feel festival	Lowlands, Edit, Loungefest, Welcome to the Future		lowlands,	Does not spend money on festivals. He spends it on traveling		Pinkpop	Does not go to often, Valhalla, Paradigm Klassiek: iji festival Oude Muziek en Wonderfeel		Festivals	
				Individual, Dstrezzed, Kronstad, Don the Fuller, Scotch en Soda, Daniele Fiesol		WE, H&M	Scotch en Soda, PME- legends, Hilfiger, Hugo Boss	Zara, ASOS, does not buy expensive clothes	POC	Sting	WE, h&m en de wearelabels	Zara, Floris van Bommel, Van Lier		Oger	WE, Zara en H&M, does not care to much about brands		Clothing brands	
				Organic brands, Tony's Chocolonely, Apple, Auping, Hema, Sensodyne, Van Dorp wijn Lokaal, Casteijn & Beerens, Adidas		Coca Cola, Apple. Sony Lays	Coca Cola, Pepsi, Bose	Two cheffs, Oneplus, Tony's, Peerby, Prison Escape	Android, Herschel, Gerrard Street	Apple		Apple, but tries to stay away from materialistic brands		Fristi	Calvé pindakaas met nootjes en Yo-ffesh, Oliehoom curry, Douwe Egberts koffie		Brands	
										Also thought that the Retro style of headphone was very cool							Comments	
				Brothers in arms Dire straits Midnight in Harlem Tedeschi Trucks Band Last Request - Paolo Nuthin Chic-le Freak Sister sledge Lost in music PYT micheal jackson Justin timberlake, can't stop the feeling	Bakerman van Laid Back Dans met mij van Doe Maar God only knows van The Beach Boys Inspector norse van Todd Terje I wish van Skee-Lo	Ratatat, Caribou, pink floyd	The raven that refused to sing – Steven Wilson Trains – Porcupine Tree Fingel – Rammstein Ki wil altern maar zwemmen – Spinvis Karma – Waka Flocka Flame	Fleetwood mac - Dreams. Eddie Vedder - Society, Bob Moses - Tearing me up. Jamie XX - Loud places. No Mans Land - Marc DaPulse. Heimlich knuller	Easy Rider - Action Bronson Wings of Love - Liv Waves - Kanye West Satan - D. Dumbo OB1 - Jagwar Ma	1. Hopeless wanderer - Mumford & sons 2. Song 2 - Blur 2. Song 2 - Blur 3. Take me out - Franz Ferdinand s. 4 Left sance to by division 5. Jeft it out - Caesars palace	moderat ghostmother, de la soul ring ring, rupert holmes escape, the doors break on through, kasmos looped	Alternatief —> Son Lux - Easy Hip-hop —> Tribe Called Quest - The Space Program Folk —> Eefje de Visser - In het echt Electro —> Parov Stellar - La Calatrava Jazz —> Badbadnotgood - Confessions	i. jambalaya - the Kenry baker vife (album Sweet jazz) mijn aller grootste vijand - jiggy dje (album het grote plaatje) two moritrs off - underworld (album a hundred days off) two rock my world - Michael Jackson (album invicible) 5. canto ostinato, pF1 section 14	24K magic - Bruno Mars Worry - Jack Garratt Freedom - Noah Guthrie Hey Ya - Outkast Taro - alt-J	1. Jordi Savall - Adoranus le (anoniem, ult het Canconniero de Montecassino) 2. Leonard Cohen - Going Home 3. Earth, Wind & Fire - Fantasy 4. Triesto - Elements of Life 5. Johann Ludwig Bach - Meine Bande sinds zurissen (ultgevoerd door Hans-Christoph Rademann)	the 1975, Bon Iver, francis and the lights	Muziek voorkeuren	

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 doubs 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 anoying. Keeping customers engaged without being overly active. Ask youself 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







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 LIFFSTYLE

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 Garrard 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 are 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 a 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 o 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/demgraphis/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:

- Group1: Participants that new 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 mos tin 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	Mostly uses headphone at home 70%, working/ studying 50% commuting 42%	Mostly uses headphone public transport 69%. Uses headphone is fewest situations	Uses in similar situations as men aged 20-30, but in lower frequency
	Most social about music 80% shares/talks with friends	60% shares music with friends.	Least social about music 50% shares/talks with friends.	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
	Appearance	No	Overal 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
Influence of following aspects or	Supporting a Startup	Yes	Less important for target group than other groups
decision	Modular design	No	Overal seen as very important
	Evironmentally friendly model	No	Overal seen as very important
	Repairs	Yes	More important for target group than other groups and seen as very important
		N/A* However notable visible differences	Mostly for working/studying 75% or comuting by public transport 58,9% or bike 50%
Behavior (music)	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%
	What is your ideal holiday	No	A clear preference for cultural and active holidays 74% as oposed to luxury
Psychographics	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

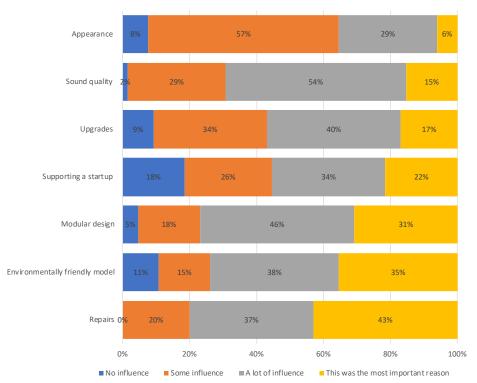
H1 REASONS FOR GERRRARD STREET (TARGET GROUP)

- 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 var te	n plan jouw ab verlengen?	onnement	
			Ja	Nee	Weet ik nog niet	Total
Goup	Know the	Count	33	9	17	59
	founders	% 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	Count	30	7	26	63
	target age	% within Goup	47,6%	11,1%	41,3%	100,0%
	Men aged 20	-Count	44	6	15	65
	30	% 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

				e hoogstafg pleiding?	eronde	
			Hoger Opgeleid		Middelba re school	Total
Goup	Know the	Count	53	0	6	59
	founders	% 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	Count	52	2	9	63
	outside target age	% within Goup	82,5%	3,2%	14,3%	100,0%
	Men aged	Count	43	7	15	65
	20-30	% 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 influence influence reason p<0.05						This was	
Modular design Target group Modular design Total 7% 17% 44% 32% 32% 29% 54% 15% 0,00 32%			l			the most	o: :s .
Modular design Target group Modular design Total 7% 17% 44% 32%					A lot of	important	
Modular design Total 7% 17% 44% 32%		L					
Modular design Total 7% 17% 44% 32%			5%	18%	46%	31%	0,349
Sound quality Target group Sound quality Total 10% 29% 46% 15% 1		9 1					
Appearance Target group Appearance Total		Modular design Total					
Appearance Target group Appearance Total	l S		2%	29%	54%	15%	0,004
Appearance Target group Appearance Total	Į	Sound quality Target group					
Appearance Target group Appearance Total		Sound quality Total	10%	29%	46%	15%	
Appearance Total 17% 50% 28% 5% 10% 20% 37% 43 0,00 20% 37% 43 0,00 20% 37% 43 0,00 20% 37% 43 0,00 20% 37% 43 0,00 20% 37% 43 0,00 20% 20% 37% 43 0,00 20%			8%	57%	29%	6%	0,249
Appearance Total 17% 50% 28% 5%		Appearance Target group					
Repairs Target group Repairs Total 8% 22% 48% 23%			17%	50%	28%	5%	
Repairs Target group Repairs Total 8% 22% 48% 23% 9% 34% 40% 17% Upgrades Target group Upgrades Total 18% 30% 43% 10% Environmentally friendly model Target group Environmentally friendly model Total 18% 26% 34% 22% 0,00 Supporting a startup Target			0%	20%	37%	43	0,000
Repairs Target group 8% 22% 48% 23% 9% 34% 40% 17% 17% 18% 30% 43% 10% 18% 30% 43% 10% 18% 30% 35% 10% 15% 38% 35% 10% 15% 38% 35% 10% 15% 38% 35% 10% 15% 38% 39% 15% 1							
Upgrades Target group Upgrades Total Environmentally friendly model Target group Environmentally friendly model Total 18% 30% 43% 10% 15% 38% 35% 0,08 18% 26% 34% 22% 0,00 Supporting a startup Target	Φ	Deneiro Terret group				z%	
Upgrades Target group Upgrades Total Environmentally friendly model Target group Environmentally friendly model Total 18% 30% 43% 10% 15% 38% 35% 0,08 18% 26% 34% 22% 0,00 Supporting a startup Target	€	Repairs rarget group	00/	220/	400/	000/	
Upgrades Target group	5	Repairs Total				-0.11	
Upgrades Total	, o		9%	34%	40%	1/%	
Environmentally friendly model Target group Environmentally friendly 9% 15% 38% 39% model Total Supporting a startup Target							0,026
model Target group Environmentally friendly model Total Supporting a startup Target 0,08 38% 39% 3		Upgrades Total					
Environmentally friendly 9% 15% 38% 39% model Total 18% 26% 34% 22% 0,00 Supporting a startup Target		Environmentally friendly	11%	15%	38%	35%	
Environmentally friendly 9% 15% 38% 39% model Total 18% 26% 34% 22% 0,00 Supporting a startup Target	ο σ	model Target group					0,083
model Total 18% 26% 34% 22% 0,00 Supporting a startup Target	So	Environmentally friendly	9%	15%	38%	39%	
Supporting a startup Target 18% 26% 34% 22% 0,00	<u> </u>	model Total					
Supporting a startup Target	<u> </u>		18%	26%	34%	22%	0,000
Supporting a startup Target	ا کو						
	<u> </u>	Supporting a startup Target					
□ group	<u> </u>	group					
Supporting a startup Total 12% 17% 34% 38%		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 oudside the target groups age mostly use the headphone in fewer situations except for at home 69%

			ublic sport	In	car	On be	cycle	Durring	g walks		or studying	Alone a	it home	Durring	sports	Tot	al
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
Group	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 oudside the target group, which are for the most customers older than 30 years are less likely to use music apps, social media

			N	o	Meseng What		Social	media	Music s	ervices	Rea	life	CD/P	laten	То	tal
			Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
Gr	oup	Know the	8	13,6%	25	42,4%	13	22,0%	36	61,0%	40	67,8%	7	11,9%	59	100,0%
		founders														
		Females	6	33,3%	2	11,1%	2	11,1%	6	33,3%	8	44,4%	5	27,8%	18	100,0%
						·				·		·				
		Men	17	27,4%	13	21,0%	11	17,7%	25	40,3%	38	61,3%	17	27,4%	62	100,0%
		outside														
		target age														
		Men aged	7	12,1%	28	48,3%	20	34,5%	28	48,3%	46	79,3%	15	25,9%	58	100,0%
		20-30														·
		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 oudside the target group, which are for the most customers older than 30 years are less likely to use music apps, social media

								F	How do y	ou disc	over nev	v music							
		10.1	Never	10.2	Radio	10.3	3 TV	10.4 Sou	undcloud	10.5 Y	outube	10.6 Fe	stivals	10.7 Vr	ienden	10.8 \$	Spotify	Tot	al
																			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 %	Count	%
Group	Know the	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%
	founders																		
	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	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%
	outside the																		
	target age																		
	Men age	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%
	20-30						·												
	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 komthet me	este in de bu	urt van jouw id	leale vakantie	?	
		Backpacking	Active (Sports, Hiking)	Citytrip	Camping	Luxury Holiday	Other	Total
Group	Know the	19	12	8	10	3	7	59
	founders	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	10	17	5	10	5	15	62
	target age	16,1%	27,4%	8,1%	16,1%	8,1%	24,2%	100,0%
	Men aged	13	12	11	7	3	12	58
	20-30	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?											
		Weetik		lk stem	_								
		nog niet	Overig	niet	Links	D66	PVDA	WD	SP	PW	CDA	Cu	
Goup	Know	6	6	0	18	26	0	3	0	0	0	0	59
	the	10,2%	10,2%	0,0%	30,5%	44,1%	0,0%	5,1%	0,0%	0,0%	0,0%	0,0%	100,0%
	founder s												
	Female s	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	9	20	3	14	11	0	2	1	1	1	1	63
	target age	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	13	10	1	20	10	1	5	2	2	1	0	65
	aged 20-30	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%

H10. POLITICAL PREFERENCER

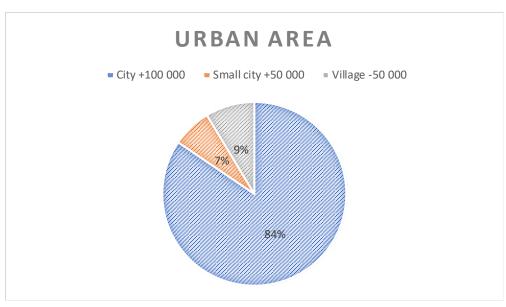
		Weetik			Groen								
		nog niet	Overig	lk stem niet	Links	D66	PVDA	WD	SP	PW	CDA	Cu	
Goup	Know the founders	6	6	0	18	26	0	3	0	0	0	0	59
		10,2%	10,2%	0,0%	30,5%	44,1%	0,0%	5,1%	0,0%	0,0%	0,0%	0,0%	100,0%
	Females	3	2	0	13	2	0	0	0	0	0	0	20
		15,0%	10,0%	0,0%	65,0%	10,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	100,0%
	Men outside	9	20	3	14	11	0	2	1	1	1	1	63
	target age	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	13	10	1	20	10	1	5	2	2	1	0	65
	20-30	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?

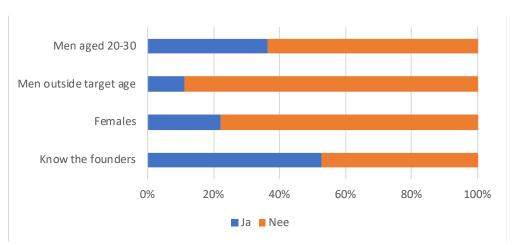
- Target group does not significantly differ from other groups. P=0,593
 Innovation is seen as mostly positive by 81% and always positive for 13,8%, which indicates a high toleration for innovations

						Ons leven					
						niet ten					
						goede					
						komt, maar	Ons				
				Ons leven	Ons leven	ook niet	leven				
				altijd ten	meestal ten		slechter				
				goede komt	goede komt	maakt	maakt	Total			
Group	Know the founders	Count	2	11	42	4	0	59			
		% within	3,4%	18,6%	71,2%	6,8%	0,0%	100,0%			
		Group									
	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 HGERRARD 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 paries. 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

Totaa

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

1008000 (men agede 20-30) x 37% (education) x 65% (urban area) x 44% (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=7182 2NED&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-helft-van-hoger-opgeleiden-woont-in-de-stad

http://statline.cbs.nl/Statweb/publication/?DM=SLN-

L&PA=82095ned&D1=a&D2=a&VW=T

http://statline.cbs.nl/Statweb/publication/?DM=SLN-

L&PA=82095ned&D1=a&D2=a&HDR=T&STB=G1&CHARTTYPE=3&VW=T

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, Lelvstad 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

GEARARD STREET

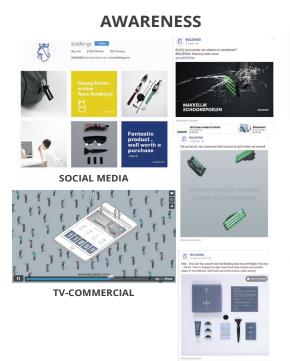
MANKIND IS AWESOME. STEP BY STEP, PEOPLE CHANGE THE WORLD FOR THE BETTER. BETTER, AND BETTER AGAIN. WE DON'T BELIEVE THIS WORLD IS DOOMED. CLIMATE CHANGE IS NO APOCALYPSE. IT'S ANOTHER CALL FOR IMPROVEMENT. AND WE HUMANS, WE ROCK AT IT.

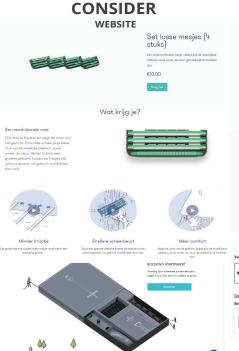
WE'RE NO ACTIVISTS, OR A NON-PROFIT. WE'RE
ENTREPRENEURS. AND WE'RE WITH THE DOERS. YOU
WON'T FIND US AMONGST THE TALKERS AND BRAWLERS.
THE PROTESTERS. WE HOLD NOTHING AGAINST
MULTINATIONALS, IN FACT WE ADMIRE HISTORY'S MAKERS.
THE GARAGE-ENTREPRENEURS, THE CAPTAINS OF INDUSTRY,
THE INVENTORS, THE ELECTRONICS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

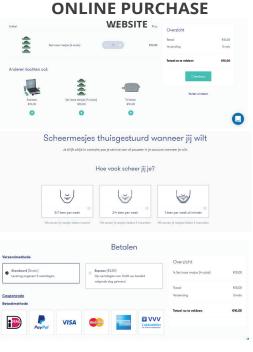
DOERS DON'T AWAIT CHANGE. THEY MAKE CHANGE. YES, IT MEANS OFF-ROADING. THERE'S NO BLUEPRINT. EXPECT OTHERS TO JOKE, BLABBERING YOU'LL FAIL. SO WHAT? DOERS HAVE THE BALLS TO TAKE A SHOT AND THE GUTS TO FAIL. THEY HAVE IDEAS INSTEAD OF WORRIES. THEY HAVE BRUISES, NO REGRETS. THEY DON'T GO ALONG FOR THE 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: 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. furtheremore 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

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.

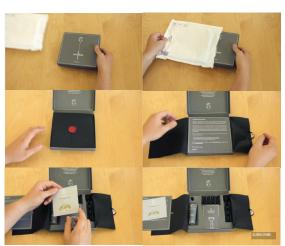
Unpacking: This is a special moment for which they use a stamp and a personal text to welcome new customers. It should really excite the customers about the purchase

PROMOTE AMBASSADORSHIP

WEBSITE

Geef 62,- aan een vriend en verdien 62,Door jouw persoonlijke code met jouw vrienden te delen geef hen niet alleen korting op een statset, maar ontwang je zelf ook scheertsgoed! Deel uw persoonlijke kortingscode of kopieer jouw persoonlijke kortingscode en deel deze op een andere manier: MTWNTYYOO

UNPACKING EXPERIENCE



PROMOTE SUBSCRIPTION

EMAIL



SUBSCRIBE WEBSITE



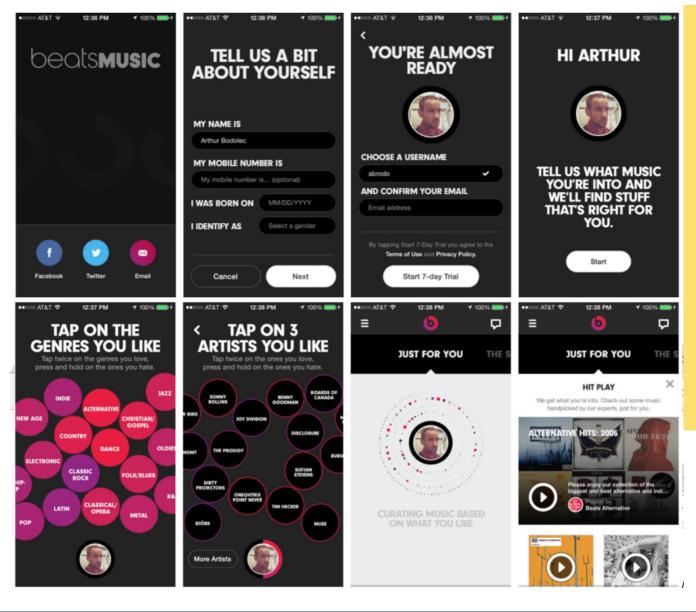
INSIGHTS BOLDKING

- 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

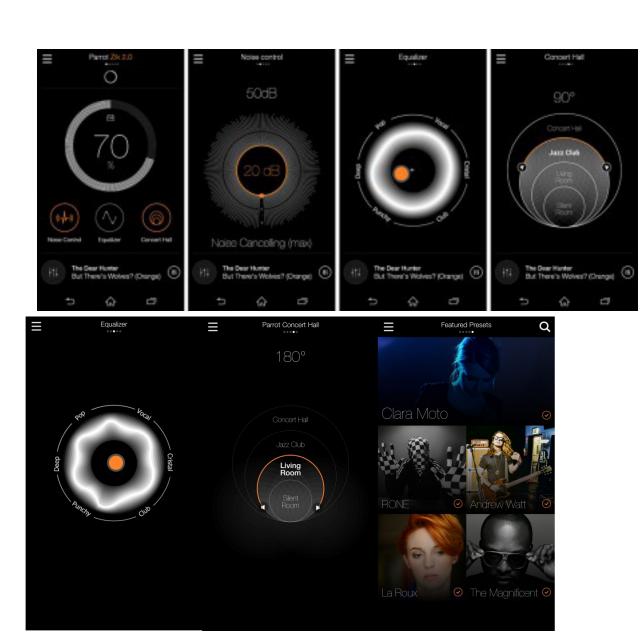
APPENDIX K2:CASE BEATS MUSIC



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