

MARKETING THE BROCKX

Strategy of introducing a new product into a new market category



What is the Brockx?

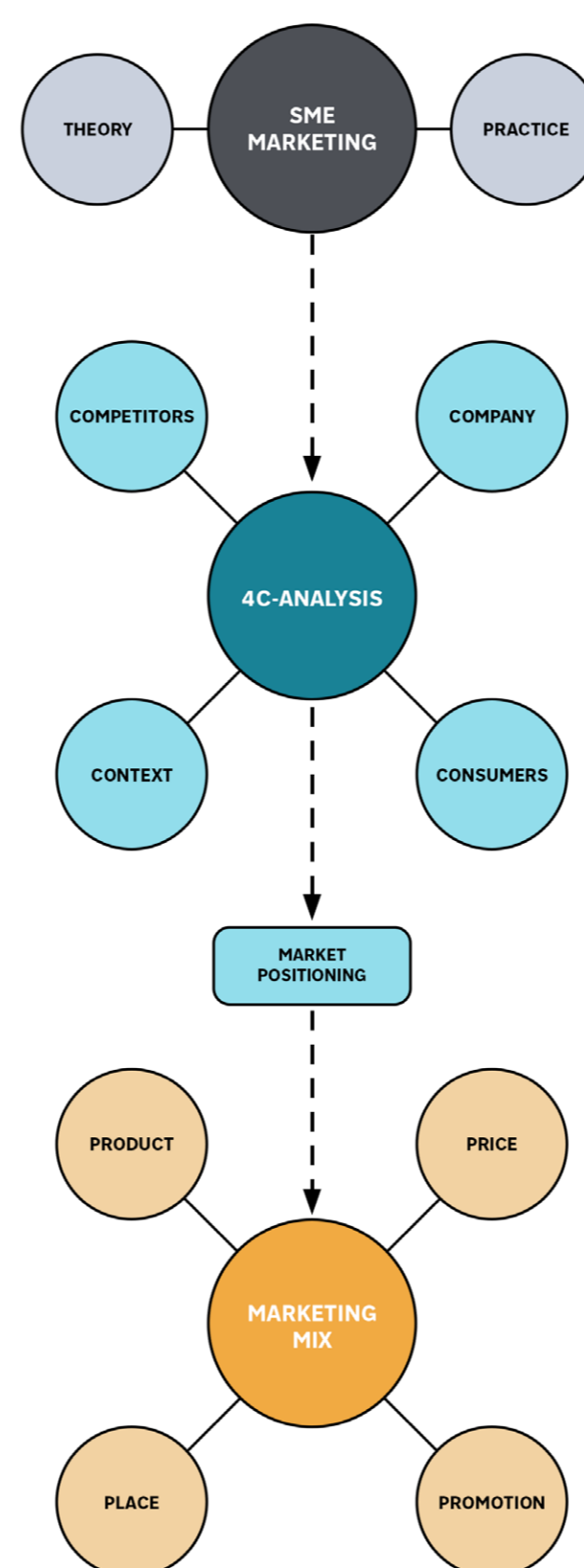
The Brockx is a sound reducing enclosure that is placed around the outdoor unit of an air conditioner or heat pump. It's made out of cork and aluminium and has been developed by the company Van Cappellen Sound Solutions. Their core business is to provide services in the area of acoustics for luxury yachts. They developed the Brockx because they identified a market opportunity: a new Dutch law which requires the outdoor units of ACs and heat pumps to produce a maximum of 40 dB.



Problem and approach

A product has been developed, but without a proper strategy. Before the Brockx can be marketed, a market positioning needs to be established. The project consists of three main elements:

1. SME Marketing: research to find out how small companies can effectively market new products
2. 4C-Analysis: an extensive analysis into the current situation to establish a market positioning
3. Marketing mix: implementation of the new-found information into a concrete marketing approach



Results

Small companies use networking and word of mouth as a way of marketing due to limited resources. Digital marketing methods are also becoming increasingly important.

The Brockx differentiates from its competitors by being the only enclosure that is both compact, aesthetically pleasing and of high quality. It offers the perfect balance between sound reduction and material use.

To enter the market, the best approach is to target residential areas due to the sound legislation and demand for both aesthetics and sound reduction. Because of the logistical challenges, a cooperation with a wholesaler should be the most effective strategy. Promoting the Brockx should be done by implementing both digital and traditional methods.

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Sound solutions
Innovative acoustic products

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