

STRATEGIC BRIEF

Teufel

Teufel

Teufel is the largest direct mail order company in Europe.

They produce high quality audio products.

Good sound has always been Teufel's top priority from the beginning.

The company is located in Berlin, Germany.

They sell their products directly in the Teufel webshop, online marketplaces, and the Teufel Brand Stores.



DESK RESEARCH

CONTENT DOMAIN

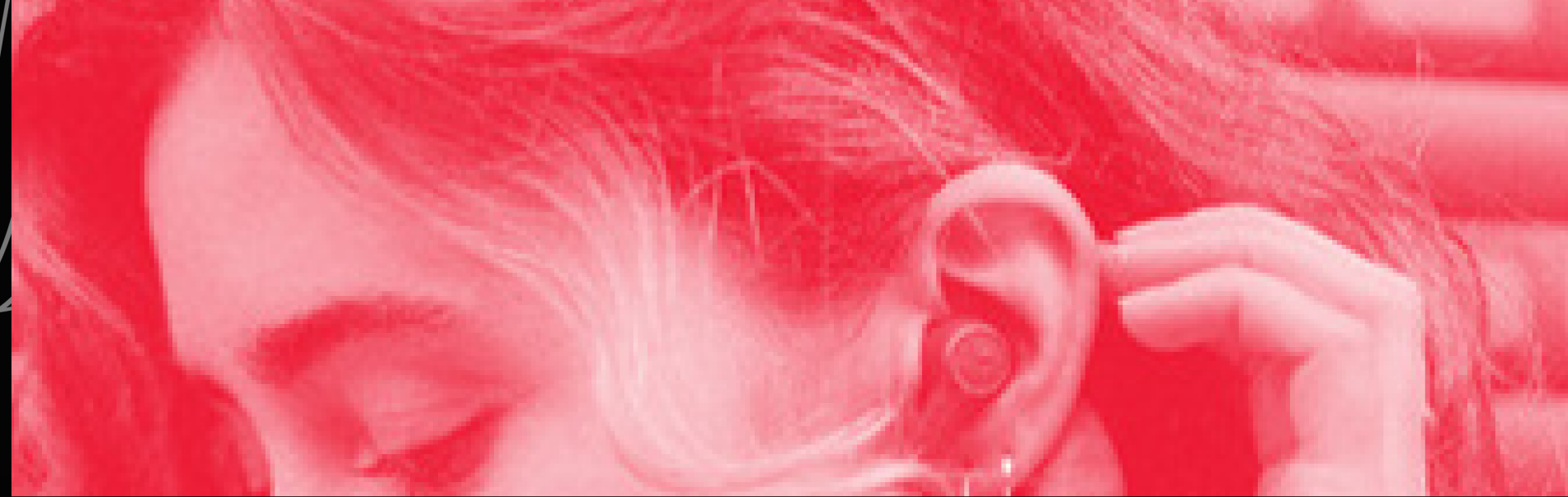
**FOLLOW
YOUR UNIQUENESS**

CLIENT INSIGHT

Brand identity
Brand vision, mission
and values
Brand position
Content objective
Target audience

CUSTOMER INSIGHT

Synthesis of quantitative
and qualitative research
Buyer persona
customer journey

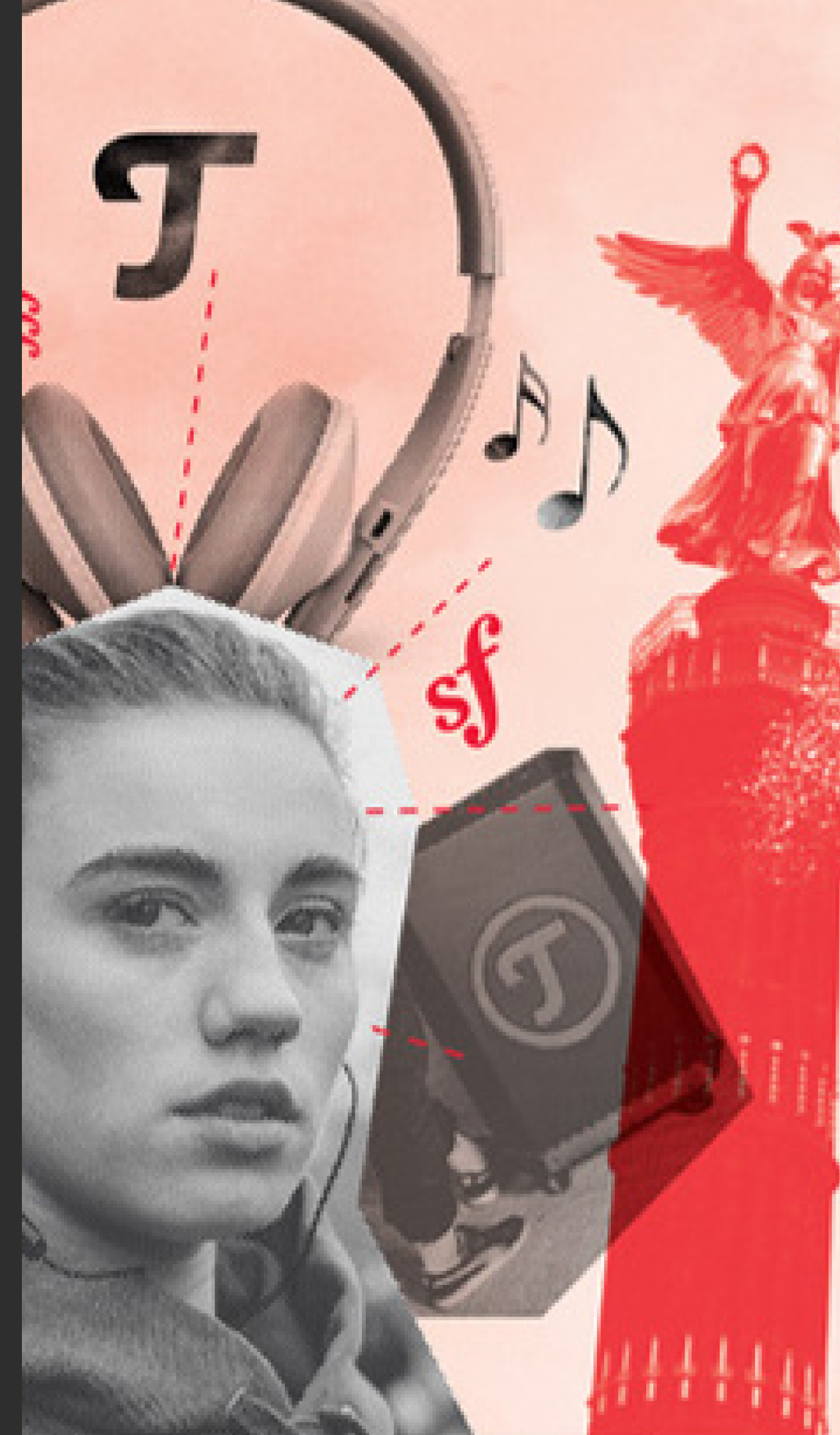


FOLLOW YOUR UNIQUENESS

**Teufel is as unique as you are.
As unique as your soundtrack.**

It aims to embrace the uniqueness and individualism of the target.
We want to provide content that makes the target feels heard and unique.

How to get there?



Competitors analysis direct



Brand	Characteristics	Target audience	Product categories	Operating	Average price
Teufel	High quality, unconventionality, progress	Consumers and professionals	Speakers, Headphones, Audio Systems	Direct sales	80-1000 €
JBL	sustainability and freedom	Consumers and professionals	Portable Speakers, Headphones, Systems	Direct & Indirect sales	100-700€
Sonos	Reinventing home audio for today and tomorrow	Consumers and smart home	Wireless Speakers, Audio	Direct & Indirect sales	100-900€
BOSE	Innovation, Technology, power of sound	Consumers and professionals	Audio Systems, Speakers	Direct & Indirect sales	50-1000€
Sennheiser	Help the world listen better and easier	Consumers and smart home and office	Headphones, Microphones, Wireless systems	Direct & Indirect sales	100-1300€
BeyerDynamics	Handmade, technology, innovation and easyness	Consumers and professionals	Audio Systems, Speakers, Microphones	Direct & Indirect sales	70-1000€

- JBL is focusing on sustainability. Their mission is to protect the planet and they launched an eco edition of JBL speakers made of 90% recycled plastic.
- popular among Gen Z because of its good price.
- Their brand is international and their social media is in English. They sell their products directly and indirectly. You can find JBL products in many online stores like Amazon and physical stores like media markets in the Netherlands.
- Sonos sells smart home audio devices and speakers.
- Sonos radio and listen to different genres of music and news channels.
- Bose is an American brand focusing on technology, innovation, and the power of sound.
- They are doing good on social media. Their Instagram has 11m followers.
- Sennheiser is also a German company that was founded 75 years ago. They focus on audio devices and speakers for offices and houses.
- Their prices are more expensive than others but they sell direct and indirect.
- Beyerdynamic is the closest to us and one of our interviews mentioned it.
- Beyerdynamic focuses primarily on the professional audio markets.
- It is an old brand founded 100 years ago in Berlin.
- The prices are close to Teufel.
- They sell directly and indirectly and are active on YouTube, Instagram and TikTok in English language.
- Their customers can design their own headphones.



Competitors analysis indirect



Brand	Characteristics	Target audience	Product categories	Operating	Average price
Teufel	High quality, unconventionality, progress	Consumers and professionals	Speakers, Headphones, Audio Systems	Direct sales (O)	80-1000 €
Apple	Innovation, design, user-friendly	General consumers	Headphones	Worldwide	500-600€ (Headphones)
Logitech	Practical & Affordable	Gamers, professionals and general consumers	Headphones & Gaming	Direct & Indirect sales (O&P)	50-200€
Yamaha	Precision, musical expertise	Musicians & professionals	Audio equipment and musical instruments	Direct & Indirect sales (O&P)	100-1050€ (Speakers, headphones)
Samsung	Innovation, versatility, Cutting-edge tech	General consumers	Headphones, Wireless	Worldwide	60-900€

*All average prices are based on the product category of speakers, gaming, headphones....

CONTENT OBJECTIVE



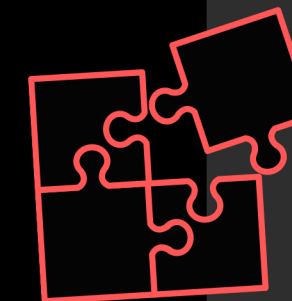
Brand awareness in Netherlands
Attract younger people

TARGET AUDIENCE



Dutch Gen Z

CHALLENGES



New market
Gen Z income
No physical store in Netherlands

CUSTOMER INSIGHT

QUANTITATIVE RESEARCH AMONG GEN Z

- Gen Z motivation to be sustainable is better **quality**, caring about **their future and their health**.
- Their motivations for buying expensive products are to **satisfy their own expectations**.
- They have positive attitudes about themselves and are **satisfied with themselves**.
- Their income is mostly between 1000 to 2500 euros per month.

INCOME		
Under 1000 euro	41,07%	46,15%
1000-2500 euro	51,78%	38,46%
2501-4500 euro	5,35%	15,38%
Over 4500 euro	1,78%	0,00%

Final Cluster Centers		
	Cluster	
	1	2
SupportEnviroment	4,21	2,73
TakeCareFuture	4,07	2,50
TakeCareHealth	4,29	2,81
BetterQuality	4,09	2,54
Fashionable	2,68	2,15
SocialPressure	2,36	1,81

DECISION TO BUY LUXURY		
VALUE	3,53	3,37
DESIGN	3,89	3,59
GIFT	2,97	2,78
REFLECTION	2,22	2,78
SATISFACTION	4,25	3,48
PERSONALIZATION	2,92	2,59
BRAND	3,08	3,11
EXPECTATIONS	4,36	3,70
UNIQUENESS	3,14	3,15
QUALITY	4,42	3,74

PSYCHOLOGY		
Positive attitude about myself	3,66	3,26
Satisfied with myself	3,77	3,07
Have something to proud of	3,58	3,34
Struggle talking to others	2,92	2,84
Get nervous when no access to social media	2,42	2,50

QUALITATIVE RESEARCH AMONG DUTCH GEN Z FOCUSED ON FEMALES

- They are willing to **pay more** and buy the **best electronic product** that is worth the money.
- They are satisfied with online shopping when there is **good communication** between clients and customers.
- It makes them feel good when they do something good for the environment.
- They want a brand that shows they **really care**.
- Want the company to **support them** as customers after they buy a product.
- Want to be **heard** and **treated seriously**.

DESK RESEARCH ON GEN Z BEHAVOIR

- Gen Z is **more individualistic than other generations**
- Gen Z is one of the most diverse generations (Pichler et al., 2021)
- They are **identity nomads**.
- They are willing to pay for products that **support their individuality** (Francis & Hoefel, 2018).
- Gen Z is considered as **individualistic**, realistic and competitive, more than other generations (Sladek & Grabinger, 2014).

Buyer Persona



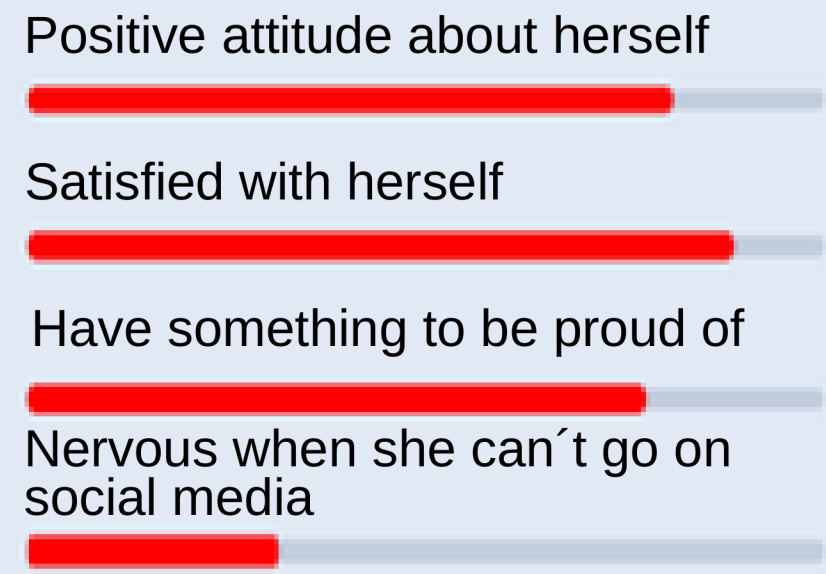
ILSE

BIO

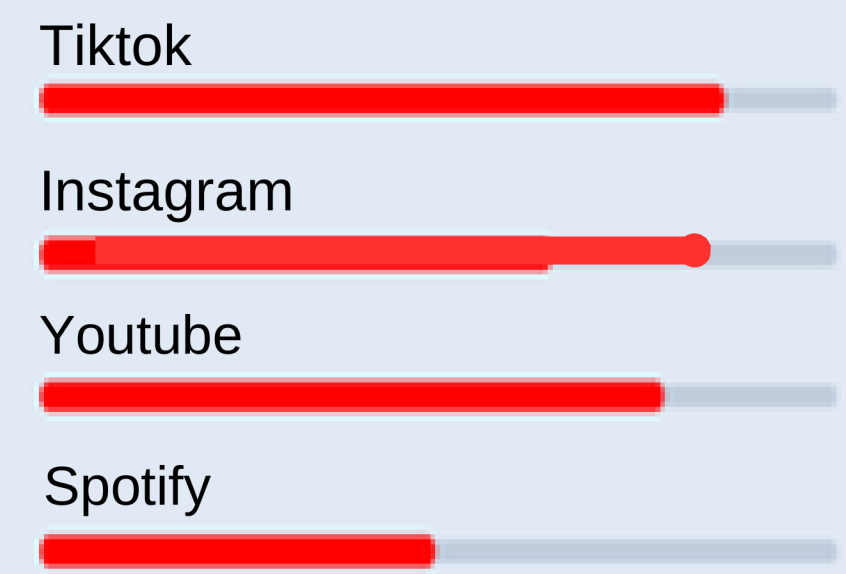
Ilse is an artist, and a singer. She loves music, and discovering new artists and songs. Someday she will be working in the music industry. The new generation really wants to save the planet, so she thinks it's really good if we all make sustainable decisions.

AGE	23
OCCUPATION	Student
GENDER	Female
STATUS	Single
LOCATION	Netherlands
INCOME	2000€ per month

PSYCHOLOGY



SOCIAL MEDIA USAGE



HOBBIES

Plays instruments:
piano, guitar etc.
Singing lessons
Cooking

GOAL

Enter music industry

BRAND PREFERENCES



MOTIVATION TO BE SUSTAINABLE

- Takes care of her future
- Takes care of the environment

NEEDS AND EXPECTATIONS

- Values the accessibility
- Communication and transparency
- Expects what she sees
- Values the reviews
- Expects customer good service

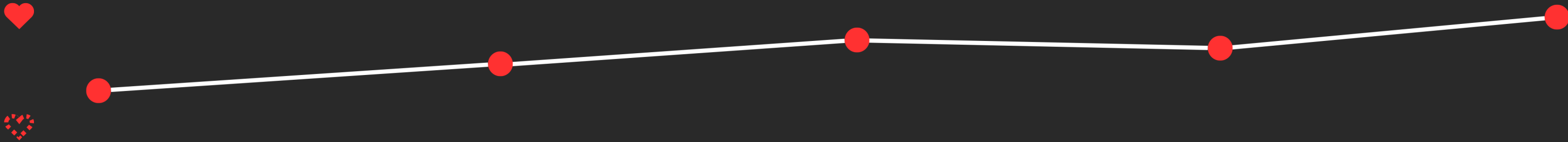
EXPERIENCE

- Invests money in sustainable timeless product
- Buys the best electronic product that is worth the money
- Good communication with the company during the online shopping process

CHALLENGES

- Sustainable brands are expensive
- She gets annoyed when not taken seriously or when a brand does not value her as a customer

CUSTOMER JOURNEY

	Awareness	Consideration	Purchase	Post-purchase	Advocacy
Content need	 Teufel exists	 Reviews & basic information	 Headphone or speaker purchase	 Teufel Family (community) Customer service	 Teufel Family (community)
Content type	(Influencer) reviews, or targeted online advertisements, creative content and campaigns	Reviews, digital text, product pictures & videos	Digital text, Customer service	Reviews, digital text, product pictures & videos	Reviews, digital text, product pictures & videos , introduce to others
Platform	Social Media	Teufel Website & Social Media	Teufel Website & Teufel stores	Teufel Website & Social Media	Teufel Website & Social Media , word of mouth
Feelings					



DESK RESEARCH ON GEN Z INDIVIDUALISM

GEN Z IS MORE INDIVIDUALISTIC

WILLING TO PAY FOR A PREMIUM PRODUCT THAT HIGHLIGHTS THEIR INDIVIDUALITY

CLIENT INSIGHT TEUFEL

VALUES THE INDIVIDUALITY
AND UNIQUENESS IN
PEOPLE

GEN Z INDIVIDUALISM

**FOLLOW
YOUR UNIQUENESS**

CUSTOMER INSIGHT

CARES ABOUT THEIR OWN
SATISFACTION
WANT A BRAND THAT
REALLY CARES
WANT TO BE HEARD



Strategic advice

ADVISES FOR OUR CONTENT CREATORS

- “FOLLOW YOUR UNIQUENESS”
 - Variations for different approaches:
Follow your sound, Follow your heart, Follow your ideas
- STORYTELLING: USE THE PHYSIOLOGICAL ASPECTS OF THE GEN Z FOCUSED ON THE INDIVIDUALISM.
- CONTENT JUST ABOUT THE PRODUCT: USE QUALITY + SUSTAINABILITY
- Consider a POP UP STORE campaign

More strategic advice

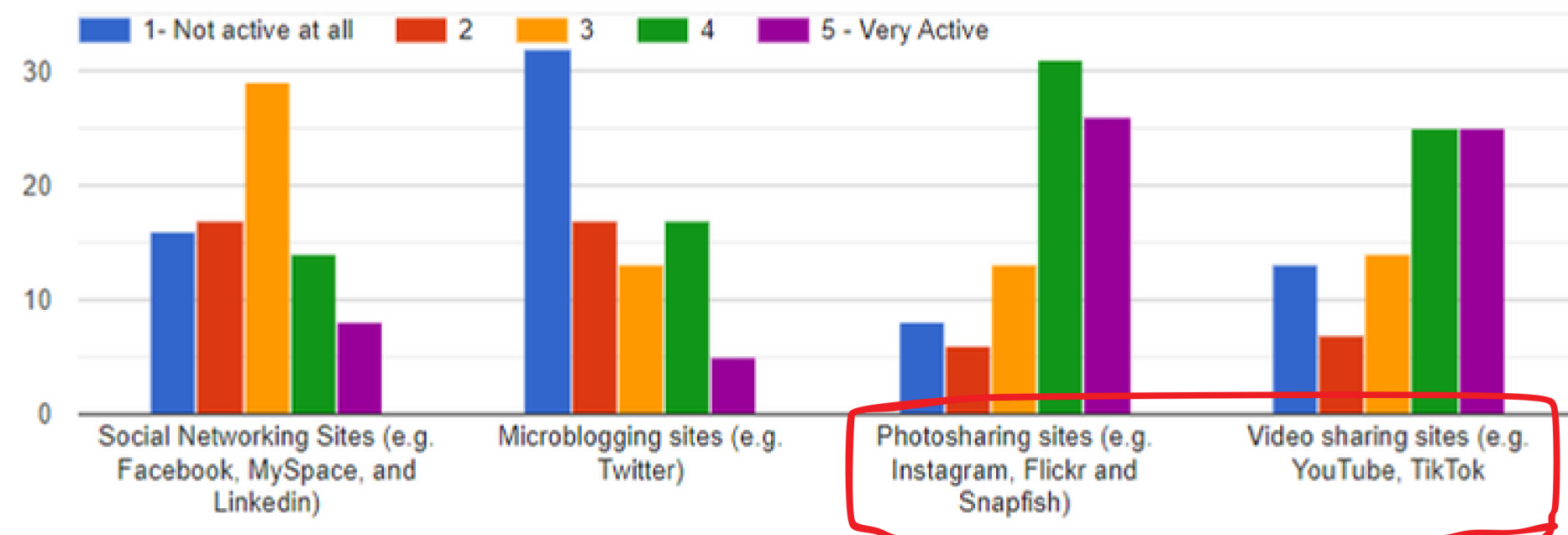
- Preferred channels for Gen Z are TikTok and then Instagram and YouTube.
- Add your TikTok account to your website.
- Make an English TikTok, Instagram, and YouTube account with more creative videos to attract Dutch Gen Z and international Gen Z students who leaves in Netherlands (Their competitors all have English international accounts and are active in social media).

SOCIAL MEDIA USAGE

Micro blogging	2,67	2,03
Video	3,78	3,19
Photoshare	4,02	3,39
Social Networking	2,89	2,58

How active are you in using the following types of social media?

 Copy



"My favorite platforms are Instagram, Tiktok and YouTube "

"TikTok and Instagram are fav channels"

"My favorite is Tiktok. "

"Prefers picture and video as content"

"I like short videos and podcasts"

**THANK YOU &
FOLLOW YOUR
UNIQUENESS**