

Creating a marketing plan for Logue and adapting the Brandslation framework

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Logue is a new start-up situated in the centre of Enschede that intends to release their new product, in the first months of 2023. The product is an analogue midi controller which can be used in combination with the Ableton Live software, a digital audio workstation. The goal of Logue's new product is to bring back the analogue feeling to digital audio production. To ensure the desired sales targets of Logue are met, a good marketing plan has to be formulated. The goal of this thesis is to formulate this plan, and give Logue handles to develop future marketing strategies.

To gain insight in the process of formulating the marketing plan, a analysis was executed. During this analysis some general marketing theory was reviewed, the product and communication strategy of Logue were analysed, the target audience was formulated, a competitor and social media analysis were executed, interviews were held with several more established start-ups and lastly the platform of Kickstarter was explored. These analyses resulted in a good understanding of the basis of a marketing plan and function as the fundamentals of the plan for Logue.

Then, to formulate the tools and/or handles that Logue can use in future designs or service moments the Brandslation framework (Motta-Filho, 2020) was used. The Brandslation Framework is a tool to create a Brand Experience manual. This manual contains an experiential expression of the brand that is communicated with the help of a relationship metaphor. This metaphor has been created by formulating the brand as a persona and next to this, the customer as a persona. The relationship between these personas was then formulated into the relationship metaphor. From this metaphor the personality traits and service principles have been formulated. These principles and characteristics define the image the company wants to have can be used to create a positioning on the market. The manual has been adapted to fit the marketing strategy.

To create this manual for Logue, the Brandslation framework had to be adapted. The framework was initially created for more established brands, as Logue is a start-up, several challenges came to light during the execution of the framework. Mainly the lack of brand, the lack of service principles and the lack of brand strategy posed problems with the original framework. Therefore, a new process of Brandslation for start-ups was formulated, taking these challenges into account. Using this process, a Brand Experience Manual was created for Logue.

The Brand Experience Manual and the analysis cumulated into the Marketing plan for Logue. The plan contains several chapters. The goal of this marketing plan is to forge a brand image, create a relationship with the customers and boost to the initial sales of the company. To achieve these goals, several recommendations were formulated. Firstly, using the mission and objectives of Logue the following positioning was formulated: Logue should position itself as a company that delivers customizability, community, quality and the analogue feeling. They should convey this message by being open-minded, expressive, open, passionate, enthusiastic, vintage, stylistic, equal and interested. Logue should price

the product at €595,00 and release the product using the Kickstarter platform. Lastly, several recommendations were made on the use of marketing platforms.

With the Brand Experience Manual and the Marketing Plan, Logue has the required tools to start the marketing of their new product and create new marketing communications in the future. Future steps that can be undertaken by Logue could be the evaluation of the marketing plan after the release of the first product and adapting it for new products. The Brandslation process created for start-ups should also be evaluated on whether it is also effective for other start-ups.