

WARBY PARKER

Amy Xie
Andrea Rondon
Alexandra McKenzie
Tyler Schwaeble
Piper Hansen



EXECUTIVE SUMMARY

- Mastered vertical integration and is able to produce really high quality frames for a fraction of the typical price
- We were able to gather extensive information about:
 - The history of Warby Parker itself
 - Its position relative to other giants in the same industry
 - Revenue streams within the industry
 - Significant industry and market trends
 - Statistics within the consumer segment
- Based on our secondary research, we put together an opportunities recommendations

PROBLEM STATEMENT

- With the online eyewear industry in its growth stage, Warby Parker faces many competitors, earning it only **1.4 percent of the market share**.
- They wish to increase its market share and revenue relative to e-commerce competitors.

PROBLEM ANALYSIS

- Warby Parker is in a highly saturated market with only 1.4 percent of the market share
- In the past, Warby Parker has limited their target market to just young adults
- There is an increasing trend of laser eye surgery

OPPORTUNITIES ANALYSIS

- Has potential untapped demographics
 - Established interest and need in product category
- Ahead in the increasing trend of home try-ons
 - Position itself as the most convenient, affordable, and fashion-forward eyewear brand

OPPORTUNITIES RECOMMENDATION

Want: Increase market share and revenue relative to commerce competitors

Recommendation:

- Warby Parker streamline it's resources towards securing a connection with young adults and pre-professional audiences.
- Position most convenient, affordable, and fashion-forward eyewear brand

MARKETING OBJECTIVES

To increase market share by 3 percent in the next 6 months.

To increase online transactions by 5 percent in the next 3 months.

To increase repurchase rate of target market by 10 percent over the next year.

TARGET MARKET PROFILE

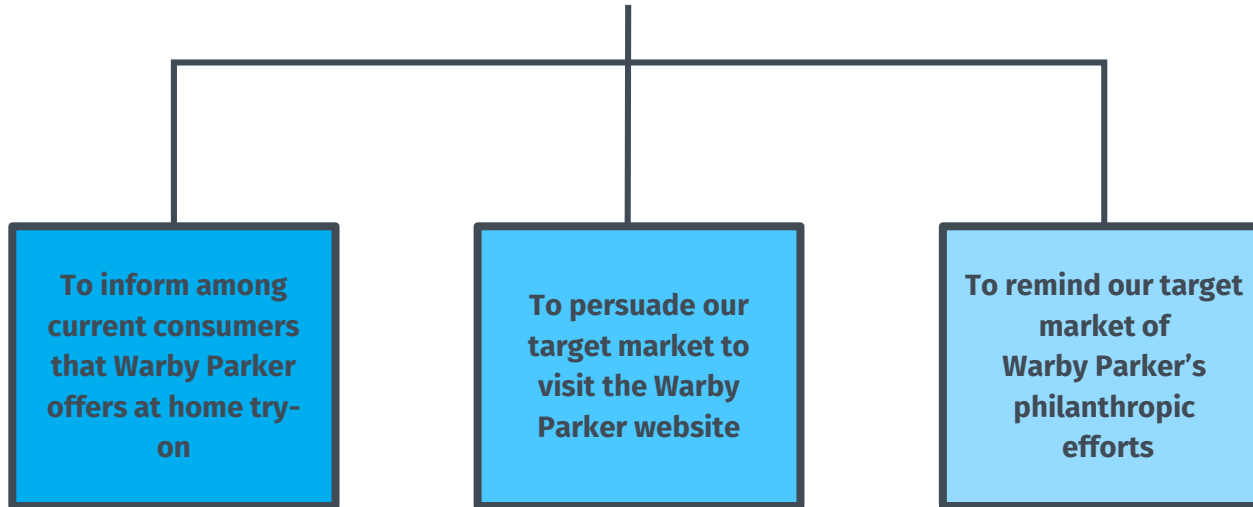
- Generation Z (1995-2014)
- Starting with
 - High school students
 - Young adults entering the professional world



RECOMMENDED POSITIONING STATEMENT

To stylish young adults who need a convenient/affordable option. Warby Parker is the reliable brand that produces unique and practical optical designs. The reason is because its frames are recognizably trendy at a reasonable price. The value based payoff is quality and comfort. The brand character is original.

COMMUNICATION OBJECTIVES



COMMUNICATION STRATEGY

CONVINCE

Stylish young adults, from Generation Z, who need a convenient and affordable option



THAT

Warby Parker makes the process of buying glasses as easy as possible



BECAUSE

They offer the option of trying on glasses at home before purchase.

IMC TACTICS

WARBY PARKER



We recommend reaching out to influencers for placement of frames in popular Youtube trends like product reviews or 'try on hauls' and including a code for 5 percent off.

IMC TACTICS

We recommend paying for sponsored posts within Instagram of the Warby Parker account, and using sponsored influencer posts for accounts with over 20k followers.

WARBY PARKER



IMC TACTICS

PUPILS PROJECT



Warby Parker can create a frame design competition in the heart of New York City where artists of all ages are encouraged to design a set of frames for the Pupils Project.

The background of the slide features several colorful envelopes in shades of blue, green, orange, and pink, scattered across a light grey surface. The envelopes are partially visible around the edges of a large white rectangular frame that contains the text.

QUESTIONS?