

# *Medeli*

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*Medeli* is an old and well know brand in China, with a direct and *product-focus market* ; as a successful company they want to penetrate European market.

Medeli's challenges revolves around the *tangible things* (products and technology) i.e. front end, in order to address issues raised we decided to look at the cause/purpose (*Why*) Medeli manufactures electronic music instruments and *for Whom*

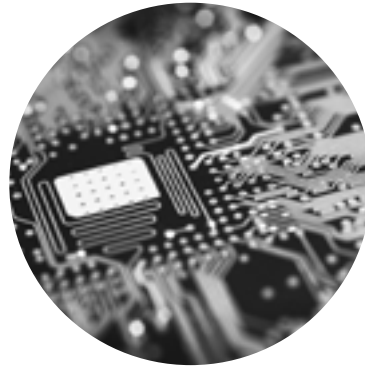
For enter in the European market they need first to build a solid *brand identity*, specific for the occidental/european market.

# About the Company



## *Family business*

Medeli appears to be a family-run business due to similarity of the surnames of its Chief Executive and Chief Operating Officer



## *Technology oriented*

Medeli prides itself of 30 years of experience and being at the forefront of technology and Innovative designs of their digital musical instruments



## *From beginners to professional musicians*

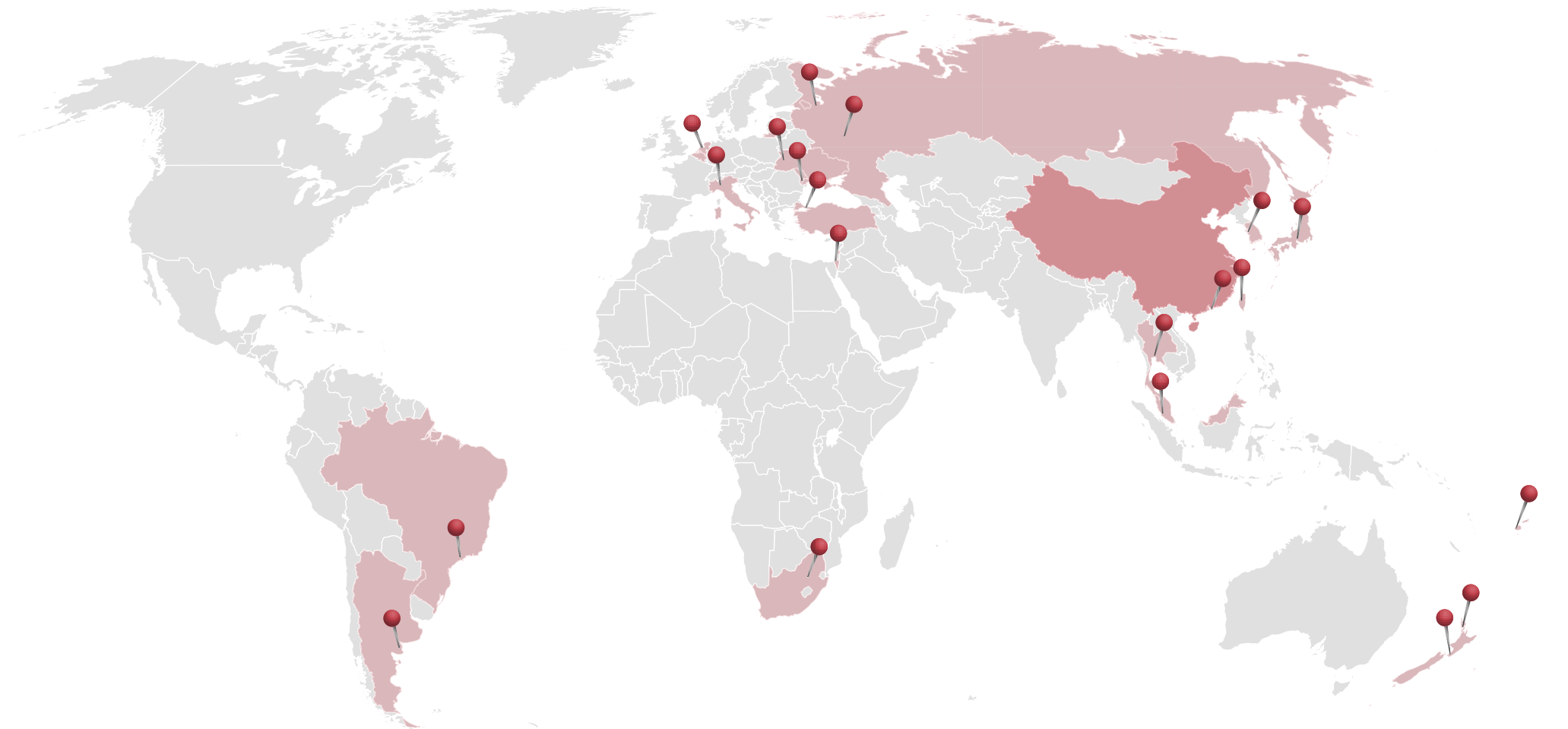
Medeli produces digital musical instruments for beginners to professional musicians but not explicit on which product for whom.



## *Electronic drum sets, piano, and grand pianos*

In comparison with its competitors such as Casio, Korg, Yamaha, and Roland, Medeli has a smaller range of products.

# *Distribution*



# *Stand out issues*



## *Logo*

Medeli's logo is not consistent which undermines the value of the brand



## *Website*

Medeli website is not engaging-poor interaction, it does not provide clear and concise information about the products it makes and its targeted audience.



## *Core values of the company*

Medeli values are not explicit on the website and how Medeli principles and values are reflected in the products they make.



## *Low quality perception*

"Made in China" has negative perception in European market due to poor perception of products as a result of lower cost of manufacturing.

# *Swot analysis*



## *Strengths*

- 30-year experience
- Technological ability
- Facilities

## *Weaknesses*

- Low brand value
- Lack of presence in UK market
- Lack of Medeli product reviews online
- Unclear website
- Small product range
- Poor presence on social media

## *Opportunities*

- Expand products range
- Increase presence on social media platforms to drive sale
- Collaboration with local musicians
- Website re-design to appeal to the European market

## *Threats*

- There is high competition in UK
- The brand is not recognised - prohibits sale
- "Made in China" not cool anymore



# *Marketing position*

## *Value proposition*

“Medeli aim to enhance and develop its clients’ music talent through the provision of good quality, value for money electronic musical equipments”

### **Direct Routes to Market >**

- PR campaign
- Website/Online store
- Collaboration
  - . Musicians
  - . Music schools
- Advertisement

### **Indirect Routes to Market >**

- Product reviews (online/magazine)
- Product placement

## *Target audience*

Product Market

“Beginners or amateur musicians are Medeli’s prime customer target, and also manufactures musical instruments for semi and professional musicians”

*Mideli*

*Enjoyment of music  
greatly depends on  
the quality of sound,*



*Competitor*



*Casio*

Products with innovative functions assist people in their daily lives and keep society moving forward. They also bring joy to people and help to create new culture.

*Yamaha*

Yamaha philosophy is to create "Kando" and enrich the culture with technology born of sound and music, by offering quality products and services that incorporate new and traditional technologies, and contributing to the development of society, culture and economy.

*Alesis*

To produce high quality products for recording artists at an affordable price

*Behringer*

High quality, value for your money with every Behringer product which provide premium performance.



*Mideli*

*Drum set, portable drum,  
drum amplifier, keyboards,  
stage piano, electronic  
compact piano, grand piano,  
cubeat and apps*

*Competitor*



*Casio*

*Target*

Marketed for beginners, however casio manufactures musical instruments for professional musicians

*Range of product*

Synthesisers, Privia Digital Pianos, Celviano Digital Pianos, Compact Digital Pianos, High Grade Keyboards, Full Size Keyboards, Key Lighting Keyboards, Mini Keyboards

*Yamaha*

*Target*

Marketed for semi-professional and professional musicians (High-end consumer product)

*Range of product*

Has a wide range of products : Piano & keyboards instruments, string instruments, guitars and basses, brass/wodwind, drums, percussions, electronic entertainment instruments and marching instruments.

*Alesis*

*Target*

Marketed for semi professional musicians - best suited for live recording not performance

*Range of product*

Keyboards, percussion, drum components, Mixers, Monitors, recording equipment, Amplifiers, and Processors

*Behringer*

*Target*

Semi-professional and professional musician

*Range of product*

Mixers, computer audio, bass, guitars, drums, headphones, keyboards, lighting system, loudspeaker systems, microphones, portable PA system, power amplifier, wireless systems, signal processor

# *The Journey of a Musician*

*Medeli*



*Where UK people buy instrument*



*Where and what*



*Shop*

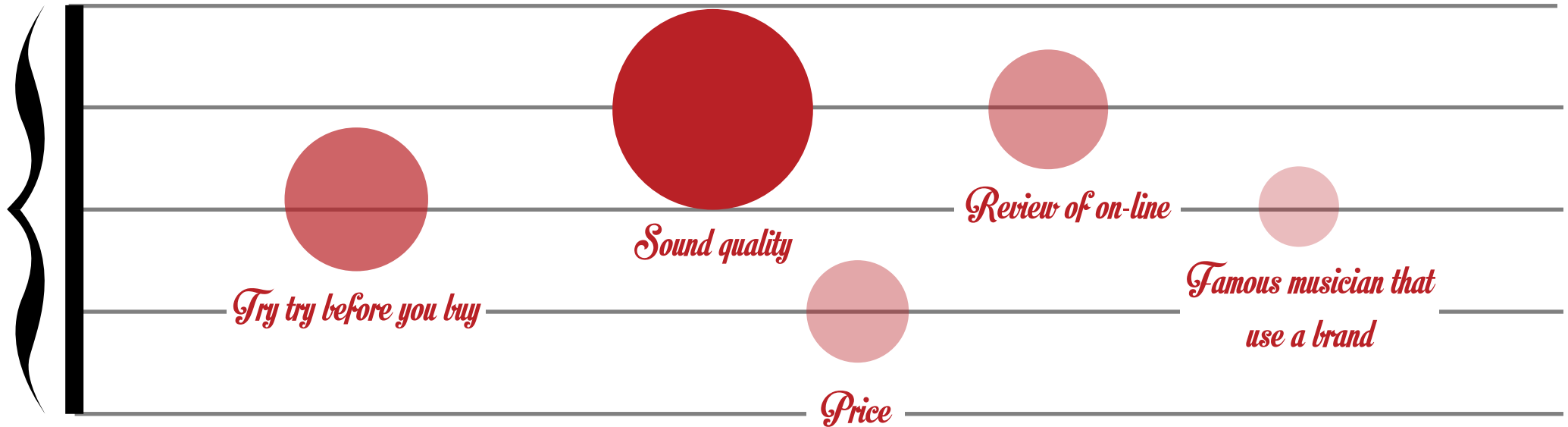


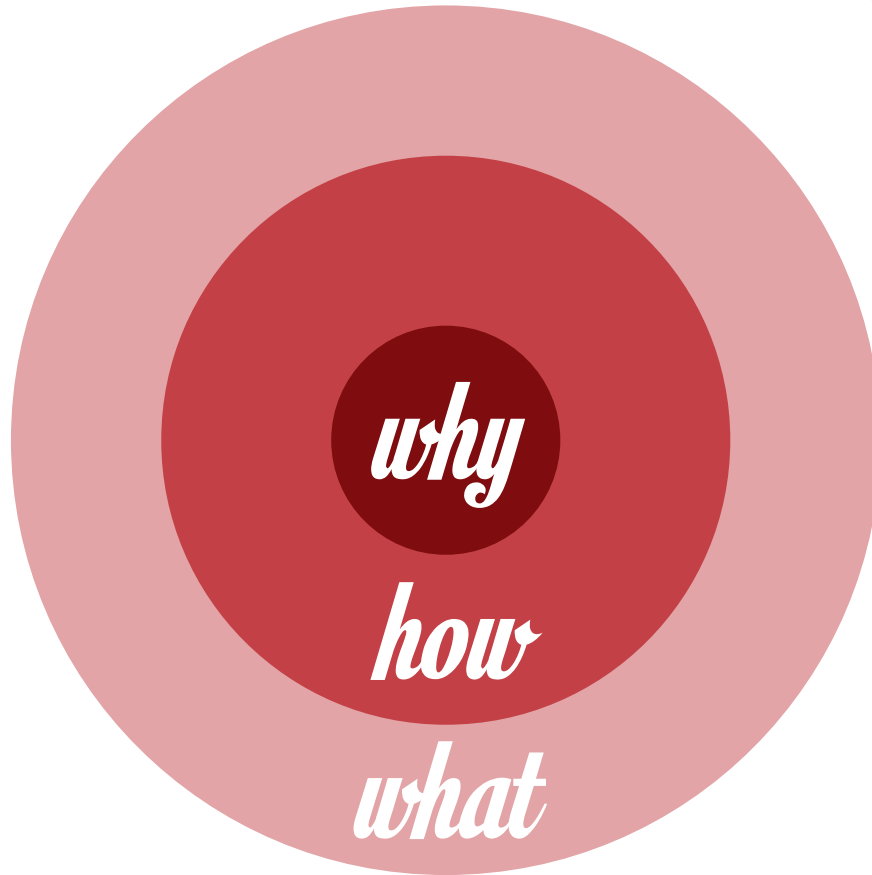
*e-Commerce*



*Collaboration*

*What is important for a music user*





## *Start With Why*

[click here for play video](#)



## *Change your mind*

### *Why*

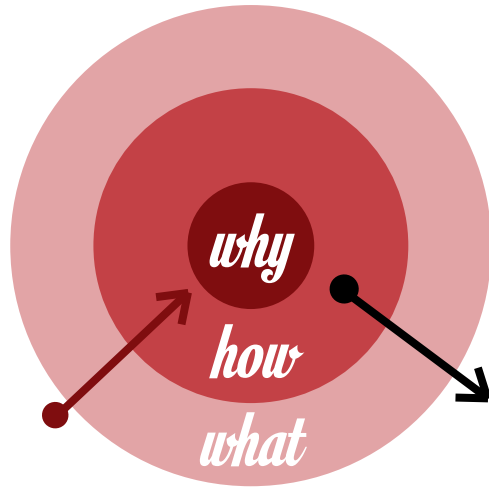
The single purpose, cause, or beliefs that serves as the unifying, driving, and inspiring force for any individuals or organisation

### *How*

Written as verbs, as the actions to be performed not just inactionable values to be admired eg Do the right thing vs Integrity

### *What*

Everything tangible an organisation says or does. Everything outsiders can see, hear or experience eg products, services, marketing



# Challenge

## Present

### What

Medeli focuses greatly on its products and their quality but not on its motivation to manufacture electronic musical instruments

### How

Medeli prides itself of its experience, technological and technical abilities

### Why

Medeli is not clear why it manufacturing electronic music instrument

## Future

### Why

Medeli has to be clear in their purpose of existence (Values)


### How

Discipline of HOW - Medeli need to hold itself and its people to its own guiding principles and values. Common set of values and beliefs are essential

### What

Consistency of WHAT - Medeli products need to reflect values, needs to serve as a proof of what the company believes in and what it stands for - authenticity

# Three C's of Branding



## *Credibility*

A brand has been described as “everything you say and everything you do.” A credible brand will always align the way a business behaves with the way it is portrayed. This close connection will ensure that your customer’s instinctive reaction is one of trust and belief in your brand not one of doubt and uncertainty.

## *Clarity*

A strong brand is based on clearly defined values, that are important to your customers and that differentiate you from your competitors. A clear understanding of these values throughout your business will ensure that they are communicated clearly through “everything you say and everything you do.”

## *Consistency*

The value of a brand comes through recognition and recognition comes from consistent application of every visible manifestation of your brand, at every ‘touch point’ that your customers experience.



# *Personas of our Target Market*

## *Medeli*



*Meet Katie*

*Age: 21*

*Instrument: Piano*

*Level: Beginner*

*Wants to try Something New!*



*Meet Cindy*

*Age: 38*

*Instrument: Drums*

*Level: Professional*

*Needs a Compact set at Home to Practice on*



*Meet Jack*

*Age: 8*

*Instrument: Drums*

*Level: Beginner*

*Learning at School*



*Meet Mark*

*Age: 29*

*Instrument: Piano*

*Level: Intermediate*

*Plays in competitions*

*Working towards being a Professional*

*Tone of voice*

*from..*

*descriptive*

*strong*

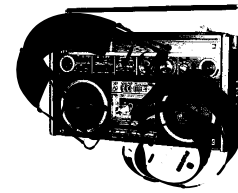
*professional*

*..to*

*explanatory*

*soft*

*friendly*



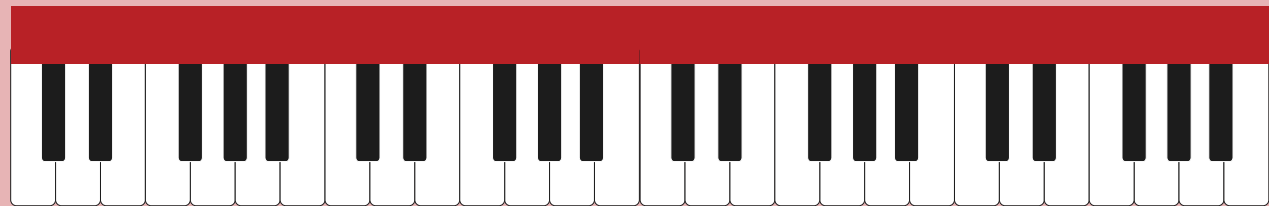
*service concept*

*A platform that matches a person with their ideal piece of music equipment*

• *What is your level?*



• *You know how play his song?*



• *Discover what is our perfect product*





*Thank You*

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