Wednesday, December 17, 2025

TRANSFORMATION OF MARKETING FUNDAMENTALS IN ELECTRONIC MEDIA

CABAÏA'S PHONECASES MARKETING STRATEGY PROPOSAL

Lyèce HAMMAR and Keïss TESSIER

TABLE OF CONTENTS

Introduction of the organization 1

New product development 2

New product marketing strategy 3

Conclusion 4

INTRODUCTION OF THE ORGANIZATION

What is Cabaïa?

01

INTRODUCTION OF THE ORGANIZATION

- French lifestyle brand → 2015
- Sustainable & modular accessories (backpacks, luggage, toiletry bags, laptop sleeves)
- Recycled materials + lifetime warranty

- Target: families, urban commuters, travelers
- Values: innovation, sustainability, practicality, color
- HQ: Paris – 35–43 stores (mainly France)
- European expansion: DE, BE, LU, NL, CH, ES
- 40% online sales

Digital presence: – cabaia.com (multi-language)
– Social media: 487K Instagram + LinkedIn...
– Omnichannel marketing: Klaviyo newsletters

→ Strong direct-to-consumer brand



Our mission? To turn every trip into a journey, multiplying experiences and living life on our own terms.
- Bastien Valensi, Founder

Product range of the brand









NEW PRODUCT DEVELOPMENT

The Phone case —
One case. Four styles. Endless you.

02

NEW PRODUCT DEVELOPMENT









- 4 different models:

– Tropical Bloom
– Olive Drift
– Blush Velvet
– Peach Groove

- Design codes: playful and bold colors, graphic patterns already used by the brand
- Brand identity: reflects Cabaïa universe (fun, colorful, practical)
- Recognizable: fabric touch, logo label
- Eco-design: recycled materials and textile
- Competitiveness: match phone case using existing card holders

NEW PRODUCT DEVELOPMENT





- New product: a phone case → 4 different models
- Designed to fit existing Cabaïa card holders (but can also be used on its own)

- Customer need: protection + personalization + everyday practicality
- Target users: urban commuters, students, travelers, eco-conscious users
- Alignment with brand values: modularity, variety, playful design, eco-friendly materials
- Exclusive benefit: life-long guarantee + customizable appearance every day

- Materials: recycled plastic base (TPU/PC), textile top and MagSafe magnets

- Pricing:

– Manufacturing cost: €7,40
– Markup: 50%
– Final price: €23

→ Positioning: budget-friendly premium accessory, lifestyle, DTC product

SWOT ANALYSIS

STRENGHTS

- Strong and recognizable brand identity
- Loyal customer base ready for matching accessories
- High perceived product quality
- Sustainable and positive brand image
- Strong ability to create appealing limited editions

WEAKNESSES

- New entrant in the phone case market (room to build credibility)
- Higher price point compared to entry-level options (aligned with premium positioning)
- Initial compatibility focused on key models (expandable over time)
- Production quality expectations may require careful control

OPPORTUNITIES

- Growing consumer interest in stylish, personalized phone cases
- High cross-selling potential with existing Cabaïa products
- Opportunities for influencer and creator partnerships
- Strong appeal for gifting and seasonal collections

THREATS

- Active competition in the phone case segment (but with clear differentiation opportunities)
- Some consumers may be price-conscious (premium value must be highlighted)
- Economic variations may impact non-essential purchases

NEW PRODUCT MARKETING STRATEGY

How to sell these phone cases?

03

NEW PRODUCT MARKETING STRATEGY

PRODUCT POSITIONING

- Introducing The Cover Club: a vibrant, long-lasting, eco-friendly phone cases ecosystem
- High-end yet affordable phone cases
- Strong protection + fun designs + visual unity with cardholders

- Brand spirit: no boring products — lively designs, sustainable materials, expressive everyday items
- Positioning statement: “A tough, cheerful, and green phone case collection that not only protects your smartphone but also goes well with your fashion.”

- Differentiation vs competitors:

→ Cabaïa: eco-friendly, tough, fun, affordable
– Rhinoshield: technical-only focus
– Casetify: high-price customization





NEW PRODUCT MARKETING STRATEGY

PRICING LOGIC

- Affordable-premium strategy aligned with Cabaïa brand positioning

→ Phone case price: **€23**
- 50% margin maintained
- High-quality, durable, design-forward
- Competitive within lifestyle accessories market

- Bundle strategy: phone case + matching cardholder

→ Bundle price: **€42.99** (vs €52)
- Represents an approx. 15% discount
- Enhances “Match Your Accessories” concept
- Supports cross-selling and design coherence

- Below €45 psychological threshold for premium accessories





NEW PRODUCT MARKETING STRATEGY

COMMUNICATION DIRECTION

- Digital-first, visually captivating communication
- Storytelling focus around The Cover Club

- Key messages:
- “Become a member of The Cover Club: a vivid shield for your everyday life.”
- “Complement your style with our new phone case.”
- “Environmentally friendly, supportive, and playful.”

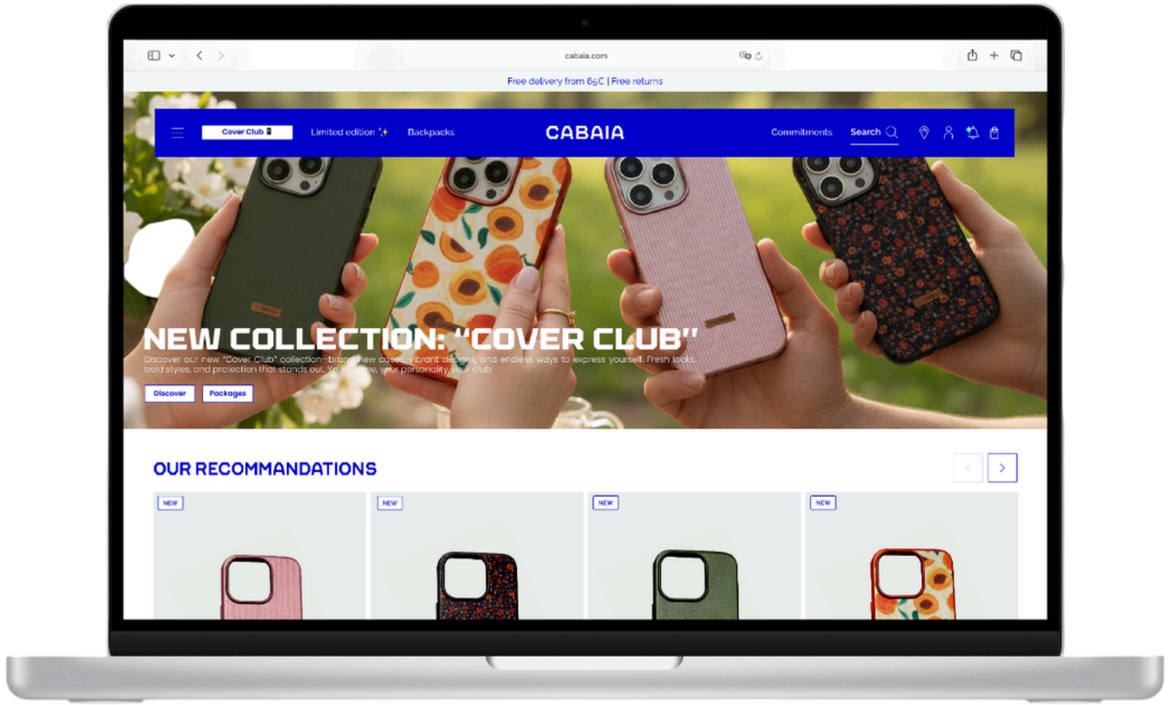
- Tone of voice: playful, colorful, positive, transparent



NEW PRODUCT MARKETING STRATEGY

COMMUNICATION CHANNELS

1. Website
   - Main homepage banner at launch
   - Dedicated page for concept, designs, materials, bundle offer
   - Lifestyle visuals, animations, direct purchase links



Prototype

COMMUNICATION CHANNELS

2. Social Media (Instagram, TikTok)
   - Reels, short films, design reveals, behind-the-scenes content
   - Bright lifestyle visuals

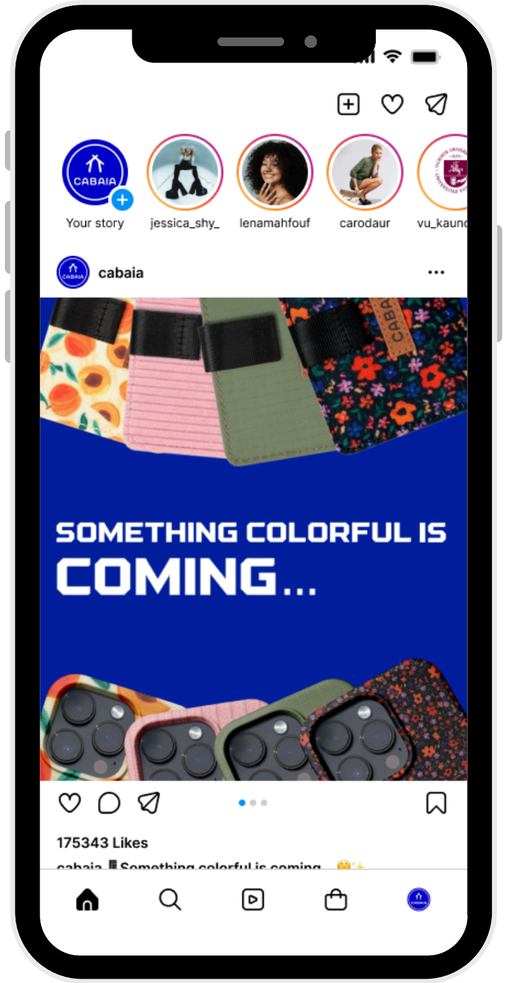
   - Influencer partnerships:

– France: Léna Situations (5M followers)
– Germany: Carolin Lauffenburger (4.6M followers)
– Belgium: Daphné Moreau (647K followers)









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@lenamahfouf

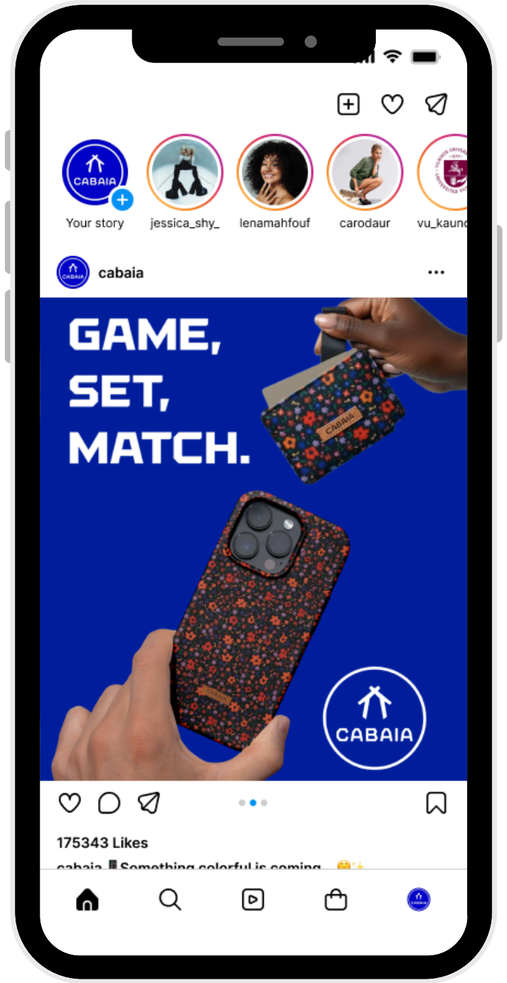


@carodaur



@daphnemodeandthecity



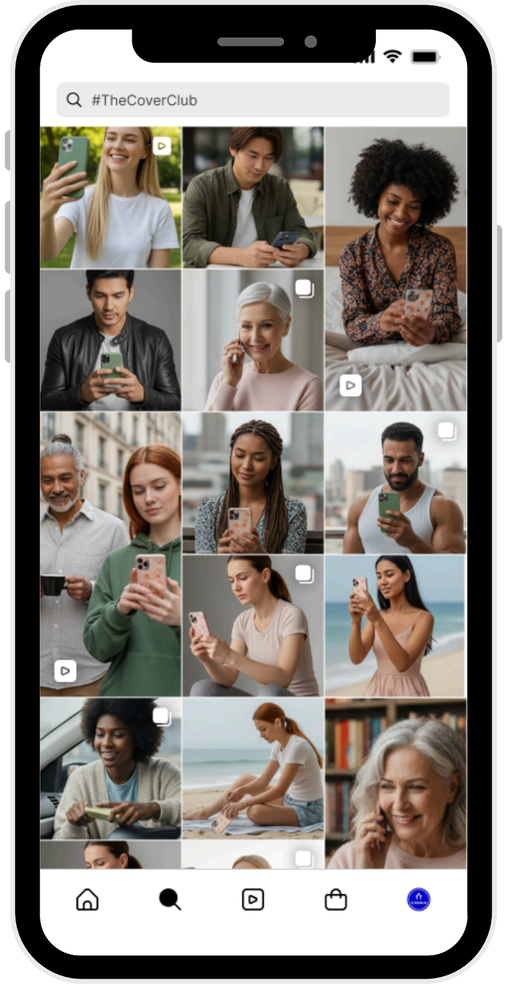


NEW PRODUCT MARKETING STRATEGY

COMMUNICATION CHANNELS

3. Email Marketing
   - Announcement to community
   - Exclusive early access codes
   - Storytelling about durability + fashion

4. UGC Campaign
   - Encourage customers to share their “Cover Club style”
   - Boost social proof and participation



NEW PRODUCT MARKETING STRATEGY

DISTRIBUTION STRATEGY

Online:

- Website as primary launch platform
- Homepage banner
- “The Cover Club” category
- Highlighted bundles

Retail:

- Dedicated section in all Cabaïa stores
- Phone cases + matching cardholders displayed together
- Branded displays for partner retailers

Pop-Up at Galeries Lafayette (Paris Haussmann):

- Targets young adults, tourists, trend-focused shoppers
- Full display of 4 designs + matching cardholders
- On-site bundle at €42.99

→ Boosts awareness, trials, sales (online & offline)



NEW PRODUCT MARKETING STRATEGY

DISTRIBUTION STRATEGY



NEW PRODUCT MARKETING STRATEGY

MARKET INTRODUCTION PLAN

Phase 1 — Teasing (1 week before launch):

- Social media teasers (silhouettes, partial reveals)
- Website countdown
- Email teaser: “Something colourful is coming...”

Launch Day:

- Homepage takeover
- Reveal of 4 designs + bundle offer
- Influencer unboxings
- Storytelling on sustainability + protection

Retail Activation:

- Updated in-store displays across Europe
- Opening of Paris Galeries Lafayette pop-up
- QR codes linking to online collection

Community Engagement:

- UGC contest: “Show us your Cover Club style”
- Giveaway: phonecase + cardholder bundles
- Reposting customer photos

CONCLUSION

04

CONCLUSION

- Multi-phase strategy ensures strong visibility
- Balanced digital + physical presence
- Community-driven momentum boosts early adoption
- Supports rapid sales growth and long-term brand presence

CABAIA

THANK YOU

FOR YOUR ATTENTION!

CABAIA

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