

Analyse The Top Market Player

1. Perform comprehensive research on their target market and avatar.

Their target market is a Gentleman, in his mid-thirties named Casper. Casper is an E-commerce store owner and is soon hitting his 25k/month milestone and wants to celebrate.

What are the reasons their customers decide to buy?
A watch like Rolex's provides value with attention and higher status.

2. How are they getting attention?

Through social media

3. How are they monetising their attention?

Via. close up shots in ads, and Instagram pictures

making it look extra luxurious, along with Facebook ads

4. What is this brand doing better than anyone else?

They have built an extremely great reputation, with the help of social proof from watch owners, and they are making their ads very detailed along with their websites' structure giving the feeling that it is high status to own one of their watches. They are also making the ads very luxurious making them feel that the watch is worth its price.

5. What mistakes (if any) are they making?

6. What can other brands in the market do to win?

They can start by making better and higher quality shots of their watches and jewellery when making ads, as it gives a feeling to the customer the product is sustainable and worthy of its price.