

Consumer Feedback Report

Beats by Dre Creative Strategy Externship

Field	Your Information
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Executive Summary

Purpose

This research gathered consumer feedback on video advertising in the premium headphones category, focusing on Beats by Dre and key competitors, to inform creative strategy recommendations.

Methodology

Method	Sample
Consumer Survey	N = 10 responses (n = 9 for attribute-level analysis)
Social Listening	75 captures across Reddit and YouTube
Collection Period	August 27–30, 2026

Key Findings

#	Finding
1	Attention-Credibility Gap: Beats' Product Reveal ad leads on attention (+0.78 vs. its own average) but posts the lowest trust score of any Beats ad (2.78).
2	Celebrity Double-Edge: Beats' creator-led ad outperformed its athlete-led ad on trust; social listening shows celebrity fit, not fame, determines whether a partnership helps or hurts.
3	Relative, Not Absolute, Trust: Apple's ad wins trust in every comparison, yet trust is Apple's own weakest internal attribute (4.22 attention vs. 3.67 trust).
4	Standing Brand Association: A “paying for the logo” narrative around Beats recurs independently across Reddit and YouTube discussions spanning several years.

Headline Insight

Beats excels at stopping the scroll but struggles to close the sale. The brand's athlete and celebrity-driven approach reliably captures attention, but that same approach appears to reinforce a long-standing “style over substance” perception that limits trust. The opportunity is not to abandon what works but to pair it with credibility signals that earn belief, not just attention.

Priority Recommendations

#	Recommendation
1	Balance celebrity flash with product substance: Include a concrete product-proof moment in every celebrity- or athlete-led ad.
2	Prioritize celebrity fit over celebrity fame: Apply an audience-fit review before selecting talent, and invest further in creator-led formats.
3	Audit distribution before judging creative: Verify real-world reach before concluding a well-tested concept underperformed.

Confidence & Limitations

These findings are based on 9-10 survey responses and 75 social listening captures. Patterns are directionally strong and consistent across both sources but should be treated as informed hypotheses for creative strategy rather than statistically definitive conclusions.

1. Research Methodology

1.1 Research Objectives

This research gathered consumer feedback on video advertisements in the premium headphones category, focusing on Beats by Dre and key competitors.

The research addressed the following questions:

#	Research Question
1	Which creative hooks and talent strategies generate the strongest attention and memorability?
2	How does perceived trustworthiness differ between Beats' talent-driven ads and competitors' approaches?
3	Does an ad's ending or call-to-action moment translate into intent to learn more or purchase?
4	How does audience context relate to how ads are received?

1.2 Methods

CONSUMER SURVEY

Element	Details
Tool Used	Google Forms
Ads Tested	6 ads: 3 Beats (Ohtani, Kirsty Godso, Product Reveal) + Apple, JBL, Skullcandy
Question Types	5-point overall & attribute ratings, ending-feeling question, forced-choice comparisons, brand word-pick
Survey Length	~10 minutes
Distribution	Personal networks and Reddit's r/SampleSize
Collection Period	August 27–29, 2026

SOCIAL LISTENING

Element	Details
Platforms	Reddit, YouTube
Reddit Sources	r/HeadphoneAdvice, r/beatsbydre, r/apple, r/decadeology, r/CommercialsIHate, r/airpods, r/SonyHeadphones, r/JBL
YouTube Sources	Official brand ad channels (Beats, JBL); independent reviewers (MKBHD, SoundGuys, Tausif Hussain, and others)
Search Terms	“Beats by Dre,” “Beats vs Sony,” “Beats vs Apple,” “best headphones 2026”
Content Focus	Ad reactions, brand perception, purchase decisions, and product-quality discussion

1.3 Sample

SURVEY SAMPLE

Metric	Value
Total Responses Received	10
Valid Responses	9 (1 excluded for a straight-line response pattern)
Quality Filters Applied	Embedded attention check (100% pass rate); variance check for straight-lining

SOCIAL LISTENING SAMPLE

Metric	Value
Total Captures	75
Reddit Captures	35 from 8 subreddits
YouTube Captures	40 from 15 videos across 10 channels
Content Date Range	Captures collected August 30, 2026, reflecting discussion posted across several years
Brands Represented	Beats, Apple, Sony, Skullcandy, JBL, Bose, Sennheiser, Samsung, Bowers & Wilkins

1.4 Limitations

SURVEY LIMITATIONS

- Sample size: with 9-10 responses, findings suggest patterns but cannot be generalized with statistical confidence
- Self-selection: respondents were recruited through personal networks and Reddit, which may not represent all target consumers
- Artificial context: watching ads in a survey differs from natural social media scrolling

SOCIAL LISTENING LIMITATIONS

- Platform bias: Reddit commenters skew toward more critical, audiophile-leaning users; YouTube commenters skew toward more reactive, positive engagement
- Negativity bias: complaints tend to be more visible and higher-engagement than praise in online discussions
- Selection bias: captures represent findable, English-language content rather than the full universe of consumer opinion

INTERPRETATION NOTE

Despite these limitations, triangulating findings across sources increases confidence in consistent patterns. Findings should be treated as informed hypotheses for creative strategy, not definitive conclusions.

2. Survey Findings

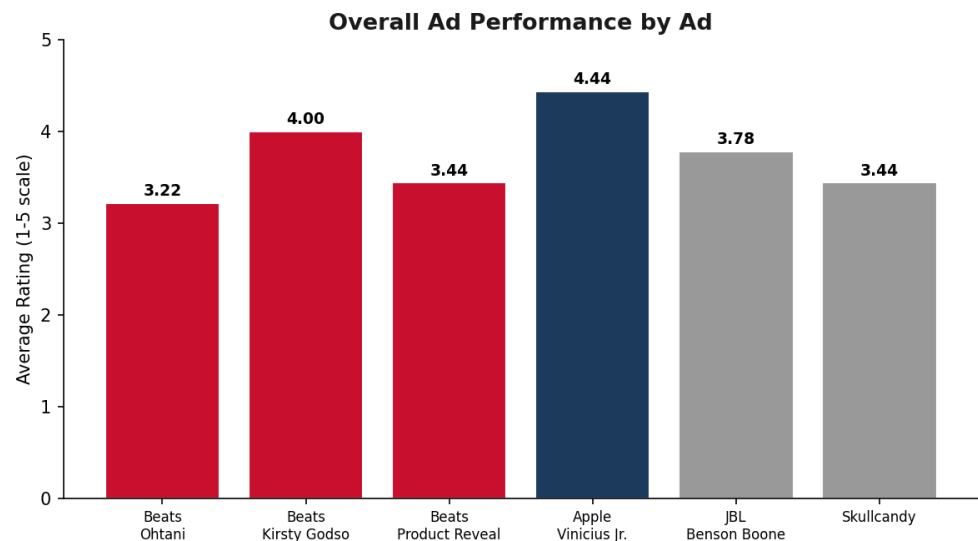
2.1 Ad Performance Overview

Respondents rated each ad on a 5-point scale (1 = Very Poor, 5 = Excellent).

#	Brand	Ad Description	Avg Rating	Rank
1	Beats	Shohei Ohtani, athlete-driven hook	3.22	#6
2	Beats	Kirsty Godso, creator-led	4.00	#2
3	Beats	Product Reveal	3.44	#4 (tie)
4	Apple	Vinicius Jr., feature-driven	4.44	#1
5	JBL	Benson Boone partnership	3.78	#3
6	Skullcandy	Brand ad	3.44	#4 (tie)

Key Observations:

- Top performer: Apple / Vinicius Jr. rated highest at 4.44, more than half a point above Beats' brand average, driven by a feature-led creative concept built around noise cancellation.
- Beats performance: averaged 3.56 across its 3 ads, compared to 3.89 across the 3 competitor ads, a gap concentrated mainly in the Ohtani and Product Reveal ads.



2.2 Attribute Analysis

Ad	Attention	Memorable	Credible	Learn More
Ad 1: Ohtani	3.11	3.22	3.33	2.56
Ad 2: Kirsty Godso	3.33	3.00	3.56	3.67
Ad 3: Product Reveal	3.89	3.00	2.78	2.78
Ad 4: Vinicius Jr.	4.22	4.56	3.67	4.44
Ad 5: Benson Boone	3.67	3.11	3.44	3.22
Ad 6: Skullcandy	3.33	3.00	3.00	3.11

Attribute Leaders:

Attribute	Top Ad	Score
Attention-grabbing	Apple / Vinicius Jr.	4.22
Memorable	Apple / Vinicius Jr.	4.56
Trustworthy/Credible	Apple / Vinicius Jr.	3.67
Made me want to learn more	Apple / Vinicius Jr.	4.44

Beats-Specific Observations:

- Beats' strongest attribute: attention-grabbing on the Product Reveal ad (3.89, a +0.78 gap above that ad's own average)
- Beats' weakest attribute: made me want to learn more on the Ohtani ad (2.56), the single lowest attribute score recorded across all 6 ads
- Gap vs. competitors: Apple's ad outperforms all 3 Beats ads on every attribute except attention-grabbing, where it roughly ties Beats' Product Reveal ad

2.3 Emotional Response Patterns

This survey did not include a multi-select emotion checklist; instead, respondents indicated how each ad's ending made them feel about taking a next step (learning more or buying). This is reported as the closest available measure of emotional response.

Response	All Ads (n=9)	% of Responses
Motivation	22	41%
Neutral	18	33%
Didn't notice anything	8	15%
Pushy	6	11%

Observation:

Net emotional score (Motivation minus Pushy) is +30 across all ads. Ads that produced a “Motivation” ending, most notably Apple/Vinicius Jr. and Beats/Kirsty Godso, also scored highest on Learn More and purchase intent, while ads with more “Neutral” endings (Ohtani, Product Reveal) scored lowest on those same measures.

2.4 Comparison Results

MOST MEMORABLE AD

Ad	% Selected
Apple - Vinicius Jr.	50%
Beats - Kirsty Godso	20%
JBL - Benson Boone	20%
Other	10%

MOST TRUSTWORTHY / CREDIBLE AD

Ad	% Selected
Apple - Vinicius Jr.	50%
Beats - Kirsty Godso	20%
Other	30%

MOST PURCHASE-DRIVING AD

Ad	% Selected
Apple - Vinicius Jr.	30%
Beats - Kirsty Godso	30%
JBL - Benson Boone	20%
Other	20%

Key Observation:

Apple wins Most Memorable and Most Trustworthy outright, but Most Purchase-Driving is a genuine tie with Beats' Kirsty Godso ad. This confirms that the most memorable ad is not always the most persuasive.

2.5 Key Takeaways: Survey Findings

PERFORMANCE HIGHLIGHTS

- Top performer overall: Apple / Vinicius Jr. rated 4.44/5, excelling on memorability and learn-more intent
- Beats performance: averaged 3.56, below the 3.89 competitor average, though the gap narrows substantially for the creator-led format

STRENGTH AREAS

- Beats' Product Reveal ad demonstrates the brand can generate best-in-class attention when the format is product-forward
- Beats' Kirsty Godso ad ties Apple on purchase intent despite trailing on memorability

OPPORTUNITY AREAS

- The gap between attention and trust is widest in Beats' celebrity- and product-forward formats
- “Made me want to learn more” is the weakest attribute across nearly every ad tested, a category-wide opportunity

CONSUMER VOICE (selected quotes)

This survey did not collect open-ended text responses, so no direct survey verbatims are available here. See Section 3.4 for consumer voice drawn from social listening.

3. Social Listening Findings

3.1 Platform Overview

DATA SCOPE

Platform	Captures	Sources
Reddit	35	8 subreddits
YouTube	40	10 channels, 15 videos
Total	75	

OVERALL SENTIMENT

Sentiment	Count	Percentage
Positive	40	53.3%
Negative	17	22.7%
Mixed	11	14.7%
Neutral	7	9.3%

Platform Differences:

- Reddit: skews toward longer, more analytical, and more critical discussion; primary source of brand-history and market-positioning context
- YouTube: skews toward shorter, reactive commentary tied to specific ad or product content; surfaced concrete, reproducible hardware defects

3.2 Brand Perception Themes

Theme	Captures	% of Total	Primary Sentiment
Feature Comparison	12	16.0%	Positive
Build Quality	12	16.0%	Positive (mixed)
Audio Quality	11	14.7%	Positive
Comfort/Fit	9	12.0%	Positive
Value/Price	8	10.7%	Positive (mixed)

THEME DEEP-DIVE: FEATURE COMPARISON & BUILD QUALITY

These two themes, tied for the highest frequency, together capture the bulk of concrete, evidence-based discussion. Feature Comparison centers on ecosystem integration; Build Quality captures named, reproducible defects, Beats alone accounts for 5 separate hardware issues, more than any other brand.

Representative quote:

“As someone who currently owns AirPods Maxes, Sony XM5's, and these Beats Studio Pros... the second you charge the headphones they sync properly, and the audio improves significantly. Not a single review mentions this.” — YouTube, 339 likes

THEME DEEP-DIVE: CELEBRITY IMPACT

Celebrity Impact is the only major theme with a polarized dominant sentiment, reflecting genuinely split reactions rather than consensus.

Representative quote:

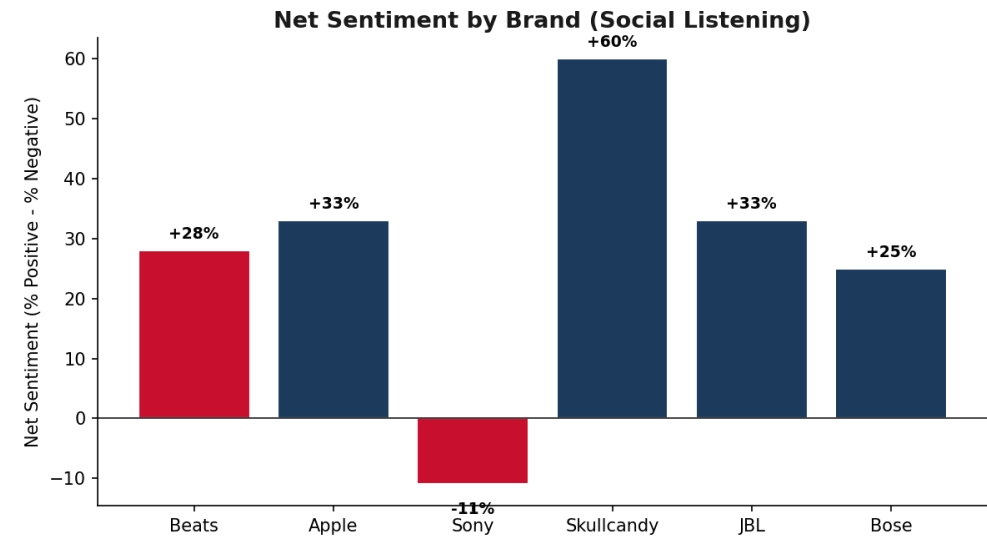
“This is a way to get me to not buy them.” — Reddit, r/beatsbydre, referencing a Kendall Jenner Beats placement

Beats-Specific Themes:

Beats' discussion is dominated by Comfort/Fit and Build Quality, both concentrated on the Studio Pro line, alongside a recurring Brand Authenticity narrative questioning whether Apple deliberately limits Beats to protect AirPods sales.

3.3 Sentiment Analysis

Brand	Positive	Negative	Neutral	Net Sentiment
Beats	49%	21%	30%	+28%
Sony	33%	44%	23%	-11%
Apple	56%	22%	22%	+33%
Bose	50%	25%	25%	+25%



SENTIMENT DRIVERS

What drives POSITIVE sentiment:

- Demonstrable, tangible features: Apple and JBL's strongest positive reactions cite specific capabilities rather than brand reputation alone
- Distinctive brand identity: Skullcandy's high net sentiment (+60%) is driven by enthusiastic ownership of its bass-forward Crusher line

What drives NEGATIVE sentiment:

- Reproducible hardware defects: Sony's net-negative sentiment is driven by two consecutive generations of documented hinge failures
- Standing credibility narratives: Beats' negative mentions cluster around a recurring “paying for the logo” narrative independent of any specific ad

3.4 Key Quotes: Consumer Voice

BRAND PERCEPTION QUOTES

“If they would put as much care into Beats as AirPods, they'd outsell the AirPods, which is why they don't.” — YouTube, 179 likes

“I think they've become exactly what Apple planned for the brand... Apple needed a way to fit a product line just below the price point of the AirPods line.” — Reddit, r/beatsbydre, 1 upvote

COMPETITIVE COMPARISON QUOTES

“The XM Quality is really nice, been using them for like 5 years... the dam thing works fine.” — Reddit, r/SonyHeadphones, 2 upvotes

“\$460 headphones and still using cheap plastic to keep it in one piece... their hinge designs have been shit for the last two generations now.” — Reddit, r/SonyHeadphones, 33 upvotes

AD/MARKETING REACTION QUOTES

“Ooh what earbuds model are these? Seeing Benson Boone in the commercial makes me wanna buy them!” — YouTube, JBL official channel, 9 likes

“3 GOATs in their sport, also each is sponsored by a different athletic brand... Iconic ad.” — YouTube, Beats official channel, 330 likes

PRODUCT QUALITY QUOTES

“Went through 3 separate pairs of Beats Studio Pro in one year for a recurring ANC-mic wind-noise defect; warranty just expired and the current pair broke again the same morning.” — YouTube, SoundGuys, 2 likes

STANDOUT INSIGHT

“Bought a refurbished AirPods Max for \$399, then found Beats Studio Pro on sale for \$169; compared both side-by-side at home and kept the Beats.” — YouTube, MKBHD, 132 likes

Why this matters: this is a rare, direct, real-world purchase comparison rather than a stated preference. Beats won this specific head-to-head at less than half the price, a counterpoint to the survey finding that Apple's ad outperformed Beats on every metric.

3.5 Key Takeaways: Social Listening

CONSUMER PERCEPTION LANDSCAPE

- Dominant narrative about Beats: net positive overall (+28%), shadowed by a persistent, multi-year “paying for the logo” narrative

- Competitive positioning: Sony is the only brand with net-negative sentiment; Skullcandy has the highest net sentiment
- Sentiment balance: overall sentiment skews positive (53.3%), but Beats and Sony each carry brand-specific credibility risks

STRONGEST PATTERNS

- Standing credibility narrative: the “brand tax” perception around Beats recurs independently across many unrelated threads and years
- Celebrity polarization: the same basic strategy produced both the dataset's most enthusiastic praise and explicit purchase-avoidance, depending on fit
- Product-specific reliability risk: Beats' 5 distinct hardware defects represent a real risk to post-purchase satisfaction

4. Integrated Insights

4.1 Triangulated Findings

The strongest findings are those validated across both sources.

FINDING 1: ATTENTION-CREDIBILITY GAP

Source	Evidence
Survey	Beats/Product Reveal scores +0.78 above its own average on attention, but posts the lowest trust score (2.78) of any Beats ad
Social	A “style over substance” narrative recurs independently across Reddit and YouTube, unconnected to any single campaign

Interpretation: Beats' creative approach reliably captures attention, but the same attention-driving elements appear to activate an existing credibility discount rather than overcome it.

FINDING 2: CELEBRITY FIT OVER CELEBRITY FAME

Source	Evidence
Survey	Beats' no-celebrity ad has the lowest trust score (2.78); its creator-led ad has the highest (3.56) and ties Apple on purchase intent
Social	Celebrity reactions are explicitly polarized by fit, a Kardashian-affiliated placement drove purchase-avoidance, JBL's Benson Boone drove purchase-intent

Interpretation: celebrity presence itself is not the determining factor in ad performance, audience-perceived fit is.

AREAS OF DIVERGENCE

Organic Reach vs. Ad Quality: the survey rated Kirsty Godso as Beats' strongest ad, but a comment on that exact YouTube upload reports low view counts (717 views, 19 hours). This likely reflects a scope mismatch, survey respondents were shown the ad directly, while the comment reflects real-world reach, rather than a true contradiction.

4.2 Consumer Insight Hypotheses

<i>INSIGHT 1: When evaluating headphone ads, consumers feel genuinely drawn in by athlete- and celebrity-driven creative, yet remain skeptical that the endorsement reflects real product quality, because a multi-year online narrative has reinforced a “paying for the logo” association with Beats. This creates an opportunity to pair Beats' proven attention-grabbing talent strategy with a concrete, demonstrable product-benefit moment within the same ad.</i>	
Evidence Base - Survey	Beats/Product Reveal's +0.78 attention gap paired with its lowest trust score
Evidence Base - Social	Recurring, independent “brand tax” narrative across multiple years of discussion
Consumer Truth	Attention and trust are not the same currency for this audience
Strategic Implication	Creative that isolates the talent hook from product substance leaves value on the table

Confidence	HIGH
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INSIGHT 2: When Beats selects between a marquee athlete, a relatable creator, or a pure product-reveal format, consumers respond most positively to the talent who reads as most authentically connected to the brand, because a well-matched creator feels earned rather than bought. This creates an opportunity to shift creative investment toward well-matched creator-led formats.

Evidence Base - Survey	Creator-led Kirsty Godso ad outperforms the athlete-led and product-only formats on trust and ties Apple on purchase intent
Evidence Base - Social	Explicit sentiment polarization based on celebrity fit (Kardashian negative, Benson Boone positive)
Consumer Truth	Audiences distinguish between partnerships that feel earned versus purchased, independent of fame level
Strategic Implication	Talent selection criteria should weight authenticity of connection over reach or name recognition
Confidence	HIGH

INSIGHT 3: When a well-tested ad concept shows weak real-world reach, teams risk concluding the creative failed, when the underlying issue may be media support rather than the work itself, because guaranteed-viewing research cannot detect a distribution gap. This creates an opportunity to verify distribution performance before revising or abandoning a concept.

Evidence Base - Survey	Kirsty Godso rated as Beats' strongest ad
Evidence Base - Social	A single comment reporting low view counts on that exact upload
Consumer Truth	A concept's tested quality and its real-world reach are separate variables
Strategic Implication	Creative post-mortems should include a distribution check before any concept is deprioritized
Confidence	LOW (single-source, unverified)

INSIGHT 4: When consumers buy Beats after responding well to an attention-grabbing ad, some encounter recurring hardware defects they did not anticipate, because ad-level research cannot surface post-purchase product experience. This creates an opportunity to address named, specific defects before scaling any campaign that succeeds in driving attention or trust.

Evidence Base - Survey	Not measurable, the survey evaluates ad reception rather than product ownership
Evidence Base - Social	5 distinct, separately-reported hardware defects for Beats specifically, more than any other brand
Consumer Truth	A successful ad can win attention and trust, but a negative ownership experience risks undoing that gain
Strategic Implication	Creative and product teams should coordinate, since a trust-building campaign is more fragile if quality issues persist

Confidence	MEDIUM (single-source, but the defect count is robust and specific)
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Insight Priority Matrix:

Insight	Evidence	Impact	Actionability
#1: Attention-Trust Paradox	High	High	High
#2: Fit Beats Fame	High	High	High
#3: Distribution Can Mask Creative	Low	Medium	Medium
#4: Product Reliability Risk	Medium	Medium	Medium

4.3 The Beats Opportunity

CURRENT POSITION

Type	Description
Strength	Unmatched attention capture through athlete- and celebrity-driven creative, and a genuinely loyal buyer base once price drops below MSRP
Strength	Strong cultural relevance and a distinctive brand identity dating back to its Dr. Dre and hip-hop origins
Challenge	A persistent, multi-year credibility discount (“paying for the logo”) that exists independently of any single ad or campaign
Challenge	The most product-specific hardware defect reports of any brand in this research

THE STRATEGIC TENSION

Beats faces a core tension: the same creative elements that make its advertising attention-grabbing, celebrity presence, high energy, cultural relevance, appear to simultaneously activate a pre-existing skepticism about substance. Standing out and earning trust may currently require different creative choices.

THE OPPORTUNITY

Beats can own a “cultural credibility” position, headphones for people who care about music and style and expect real engineering behind them. This does not require abandoning attention-grabbing creative; it requires complementing it with credibility moments that earn trust on the same terms competitors do.

This opportunity is supported by:

- Consumers do not reject celebrity partnerships wholesale, they reject partnerships that feel inauthentic
- Beats' own creator-led format already demonstrates that a well-matched talent choice can close most of the trust gap with Apple
- Apple's ad wins largely by building its creative concept around one demonstrable feature, a structure Beats has not yet applied to its athlete-led formats

5. Recommendations

5.1 Priority Recommendations

RECOMMENDATION 1: Balance Celebrity Flash with Product Substance	
WHAT	Include a concrete product-proof moment in every celebrity- or athlete-led ad.
WHY	Beats excels at attention capture but consistently lags on trust, and social listening confirms a specific “style over substance” narrative.
HOW IT MIGHT LOOK	A celebrity-fronted ad with a brief segment showing genuine product use paired with a subtle audio demonstration, similar to how Apple’s ad is built around one feature.
EXPECTED IMPACT	Maintain Beats’ attention advantage while narrowing the trust gap versus Apple.
PRIORITY	HIGH

RECOMMENDATION 2: Prioritize Celebrity Fit Over Celebrity Fame	
WHAT	Apply an audience-fit review before finalizing any celebrity partnership; increase investment in creator-led formats.
WHY	Beats’ creator-led ad outperformed its athlete-led and product-only ads on trust and tied Apple on purchase intent.
HOW IT MIGHT LOOK	Continue testing single-creator, lower-production formats alongside marquee campaigns, with a documented fit-assessment step.
EXPECTED IMPACT	More consistent trust and purchase-intent performance, with reduced risk of a poorly matched partnership.
PRIORITY	HIGH

RECOMMENDATION 3: Audit Distribution Before Judging Creative	
WHAT	Verify actual distribution support behind an ad before concluding its concept underperformed.
WHY	Kirsty Godso tested as Beats’ strongest concept, yet shows signs of weak real-world reach, a likely media-planning issue.
HOW IT MIGHT LOOK	Add a standard distribution-metrics check (views, impressions, spend) to every creative post-mortem.
EXPECTED IMPACT	Prevents strong creative from being wrongly deprioritized due to a media issue rather than a content issue.
PRIORITY	MEDIUM

Recommendation Summary

#	Recommendation	Based on Insight	Priority
1	Balance celebrity flash with product substance	Insight #1	HIGH
2	Prioritize celebrity fit over fame	Insight #2	HIGH
3	Audit distribution before judging creative	Insight #3	MEDIUM

5.2 Implementation Considerations

QUESTIONS FOR THE CREATIVE TEAM

- What is the minimum product-proof content that can be integrated into a talent-led ad without diluting its cultural energy?
- What criteria should define “fit” when evaluating a celebrity or creator partnership, beyond audience size and reach?
- Should future research directly test price/value messaging, given it currently rests on social listening alone?

POTENTIAL RISKS

Risk	Mitigation
Adding product-proof content to celebrity-led ads may dilute the entertainment value that drives Beats' attention advantage.	Keep product-proof segments brief (5-10 seconds) and stylistically consistent with the rest of the ad.

NEXT STEPS

- Share this report with the creative and strategy teams for initial reaction
- Validate the value-perception and distribution-gap hypotheses with targeted follow-up research
- Carry these insights into Project 3's creative strategy development

Appendix

Appendix A: Survey Questions

- How often do you watch video content on social media (TikTok, Instagram Reels, YouTube)?
- Are you willing to watch 6 short video ads and give honest feedback?
- Did you watch the complete ad? (asked once per ad)
- After watching this ad, how would you rate it overall? (1-5 scale, asked once per ad)
- Rate this ad on: Attention-grabbing / Memorable / Trustworthy or credible / Made me want to learn more (1-5 scale, asked once per ad)
- How did the ending of this ad make you feel about taking a next step? (asked once per ad)
- Based ONLY on this ad, select the 3 words that best fit this brand (asked for the Ohtani and Vinicius Jr. ads only)
- To ensure you're paying attention, please select "Agree" below (attention check)
- Of the ads you just watched, which one was MOST memorable? / felt MOST trustworthy or credible? / made you MOST likely to consider purchasing?
- What is your age range? / Which platform do you use most? / Have you purchased headphones in the past 2 years?

Appendix B: Full Quote Bank

BEATS

"If they would put as much care into Beats as AirPods, they'd outsell the AirPods, which is why they don't." — YouTube, Mike O'Brien, 179 likes

"As someone who currently owns AirPod Maxes, Sony XM5's, and these Beats Studio Pros... the second you charge the headphones they sync properly. Not a single review mentions this." — YouTube, Tausif Hussain, 339 likes

"Bought a refurbished AirPods Max for \$399, then found Beats Studio Pro on sale for \$169; compared both side-by-side and kept the Beats." — YouTube, MKBHD, 132 likes

APPLE

"As a musician, the transparency mode is great for practicing with a background track and hearing a more accurate version of how I sound." — YouTube, MKBHD, 4.5k likes

"I've had mine since 2020... the case got set on fire... they're still going." — YouTube, MKBHD, 1k likes

SONY

"The XM Quality is really nice, been using them for like 5 years... using it 5 days a week 9hrs, the dam thing works fine." — Reddit, r/SonyHeadphones, 2 upvotes

"\$460 headphones and still using cheap plastic to keep it in one piece... their hinge designs have been shit for the last two generations now." — Reddit, r/SonyHeadphones, 33 upvotes

JBL

“Ooh what earbuds model are these? Seeing Benson Boone in the commercial makes me wanna buy them!” — YouTube, JBL official channel, 9 likes

SKULLCANDY

“These are amazing headphones... they sound like you're in the club or a car with some 12s bumping in the trunk. If you listen to rap, r&b, or rock these are the holy grail of headphones.” — YouTube, CEONTHEMAKING, 2 likes

Appendix C: Data Tables

BRAND-LEVEL AGGREGATION (SURVEY)

Brand	Overall Avg	Attention	Memorable	Trustworthy
Beats	3.56	3.44	3.07	3.22
Apple	4.44	4.22	4.56	3.67
JBL	3.78	3.67	3.11	3.44
Skullcandy	3.44	3.33	3.00	3.00

BRAND SENTIMENT SUMMARY (SOCIAL LISTENING, ALL 9 BRANDS)

Brand	Positive	Negative	Neutral	Mixed	Total
Beats	23	10	6	8	47
Apple	15	6	3	3	27
Sony	6	8	1	3	18
Skullcandy	7	1	0	2	10
JBL	5	2	1	1	9
Bose	4	2	0	2	8
Sennheiser	1	2	0	1	4
Samsung	2	1	0	0	3

File name:
P2_ConsumerFeedbackReport_CatTuongNguyen

Sharing: Anyone with the link can comment

Target length: 12-18 pages (not including appendix)