

BlackBerry market decline from a consumer segmentation perspective

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Why BlackBerry ?

Why BlackBerry ?

55 18

Why BlackBerry ?

55%

2009

18%

2011

market share decline

(U.S. Manufacturer operating system share-smartphones)

Management Issue

1. Technology has changed
2. New competitors
3. Confusing segmentation

Management Issue

1. Technology has changed

(operator >> hardware >> content)

2. New competitors

3. Confusing segmentation

Management Issue

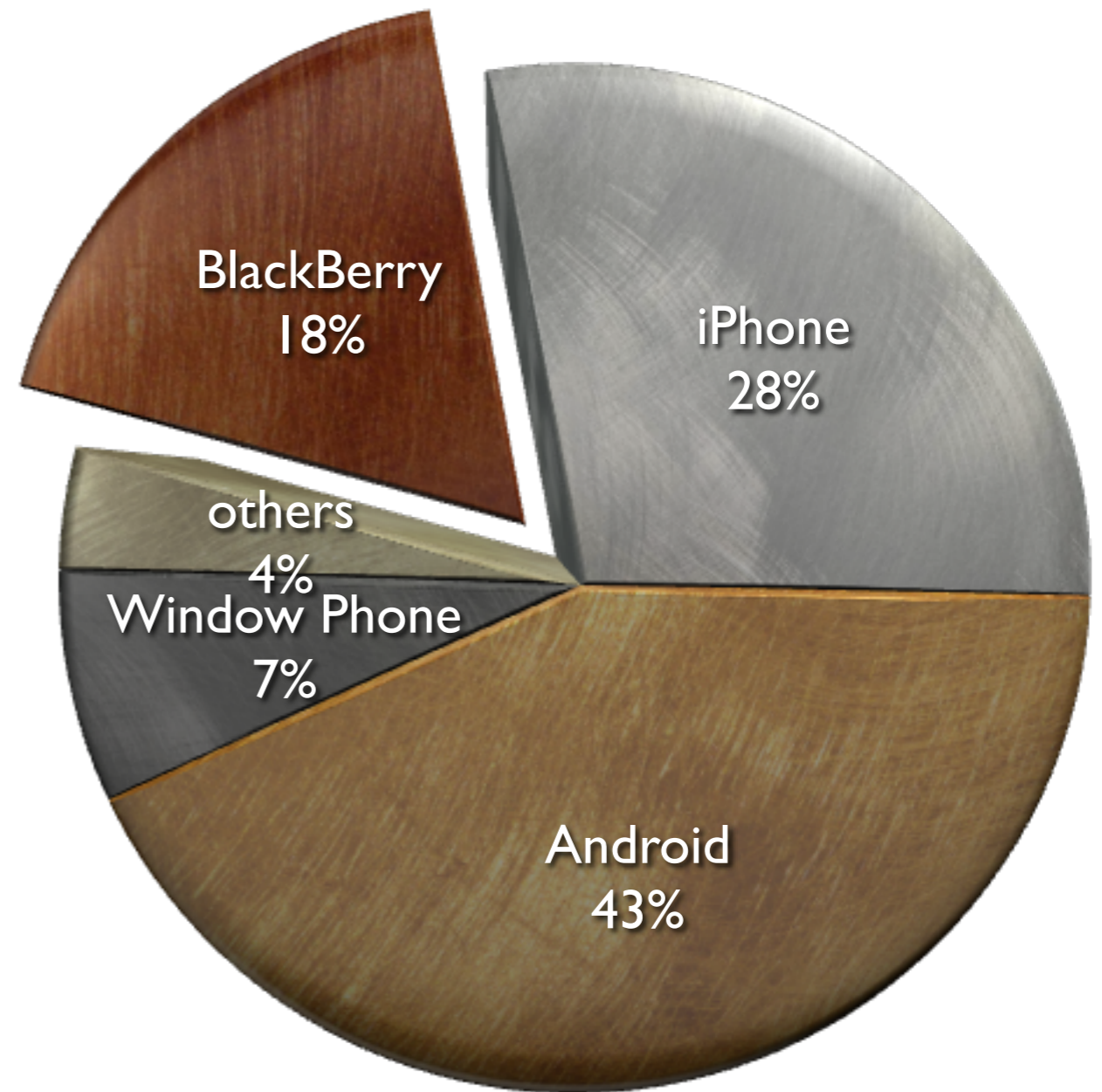
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U.S. Manufacturer operating system share-smartphones in the third quarter 2011

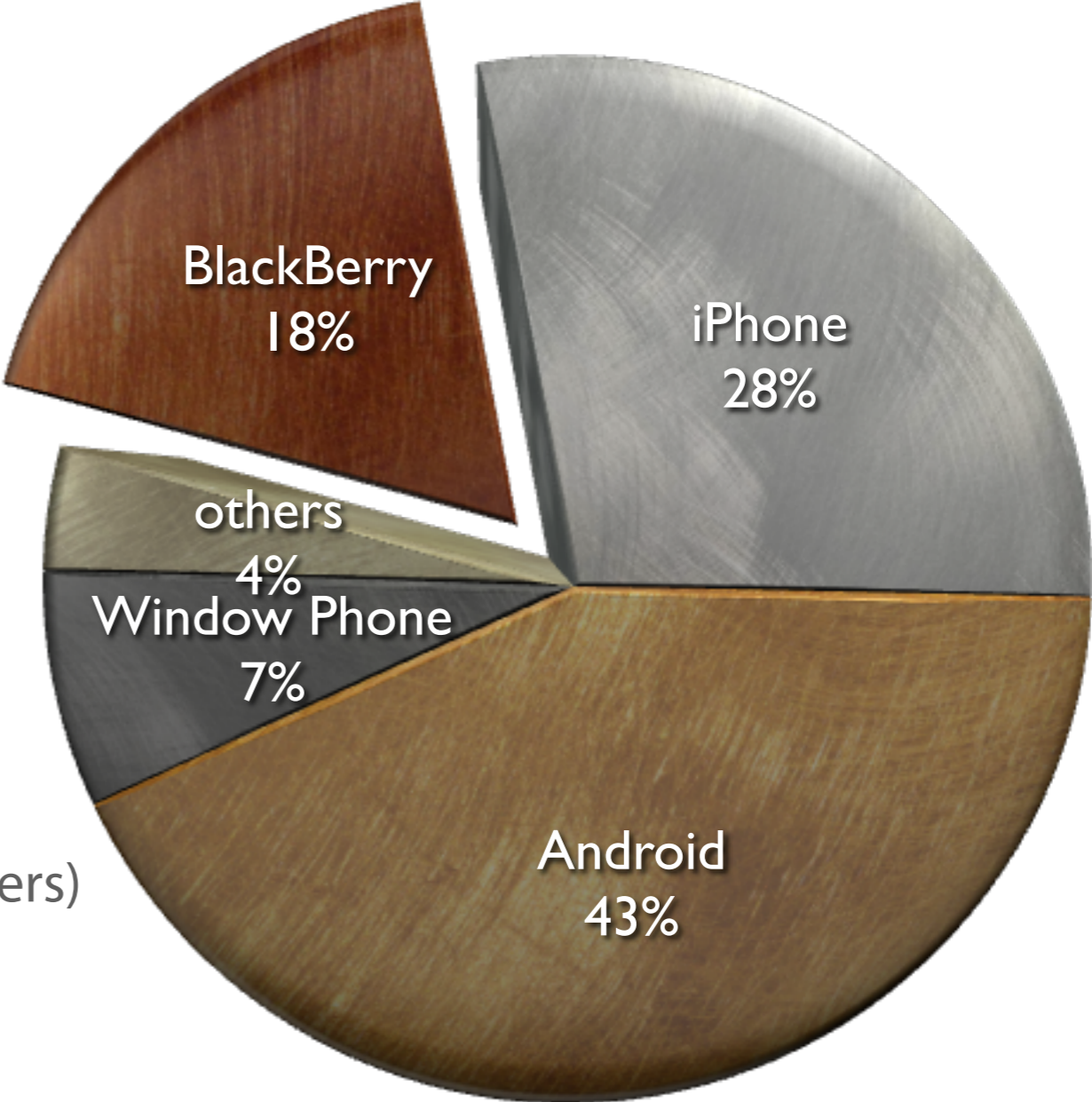
Management Issue

1. Technology has changed
(operator >> hardware >> content)

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3. Confusing segmentation
(fail to manage position & target consumers)



U.S. Manufacturer operating system share-smartphones in the third quarter 2011

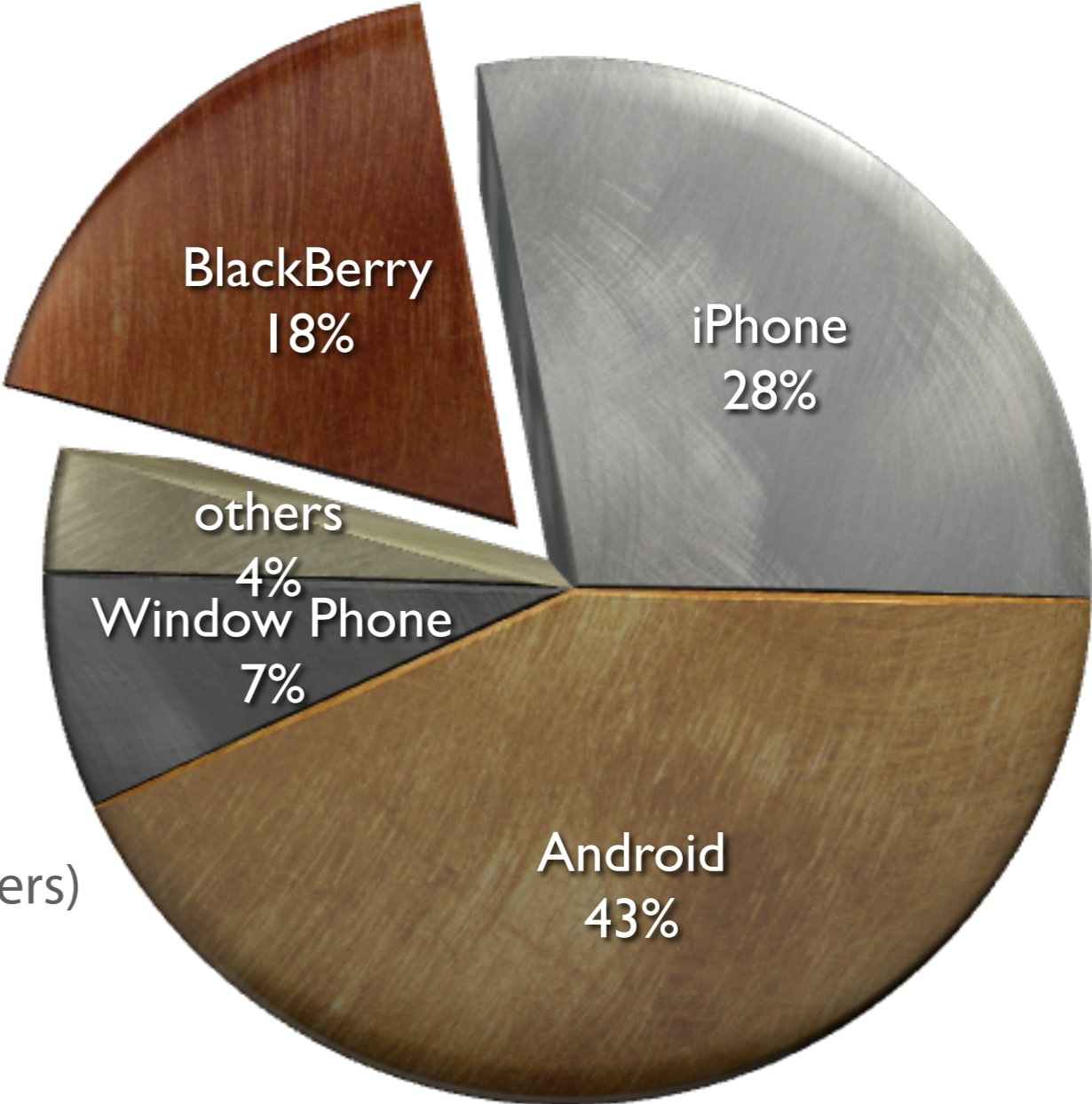
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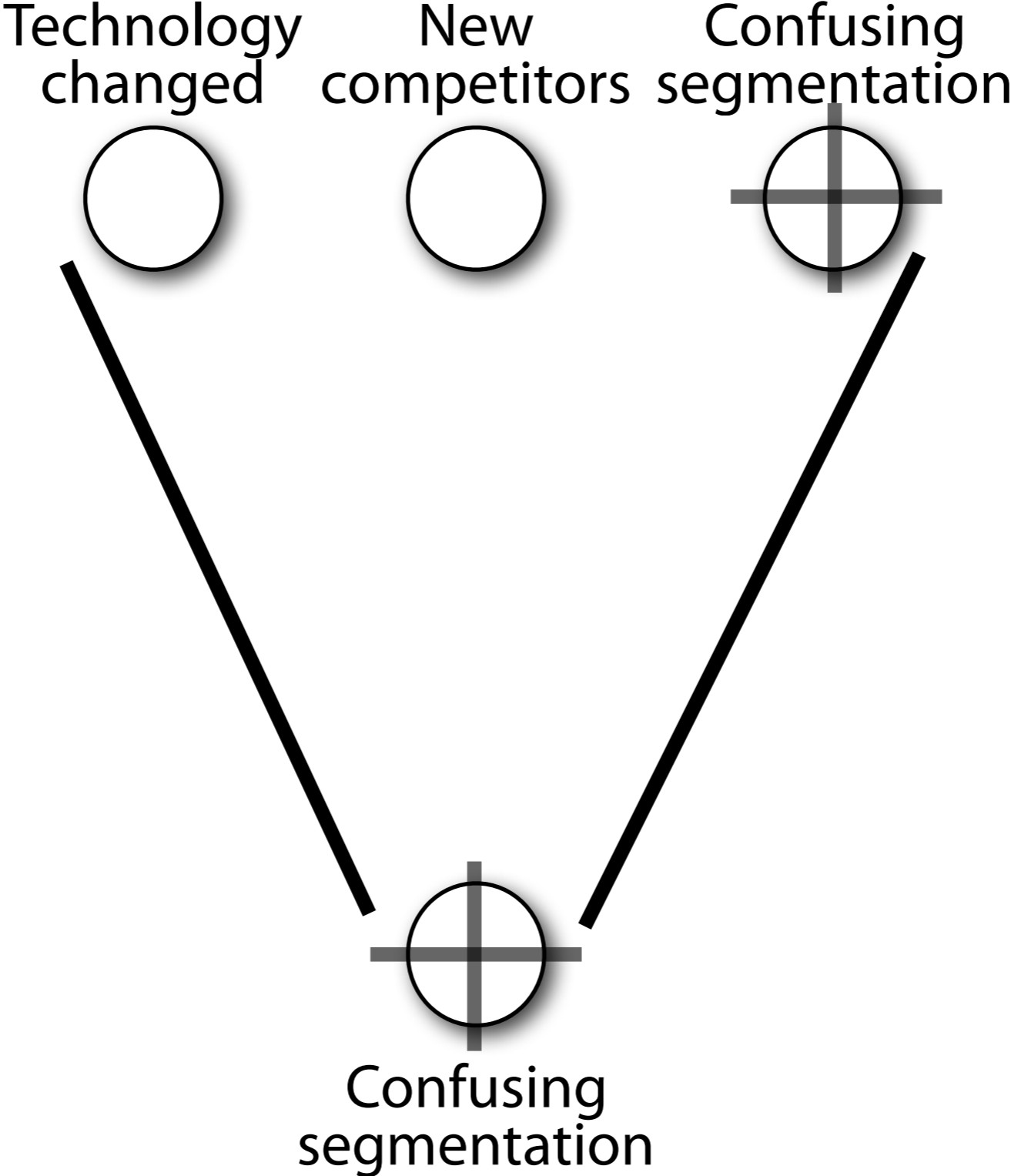
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Management Issue

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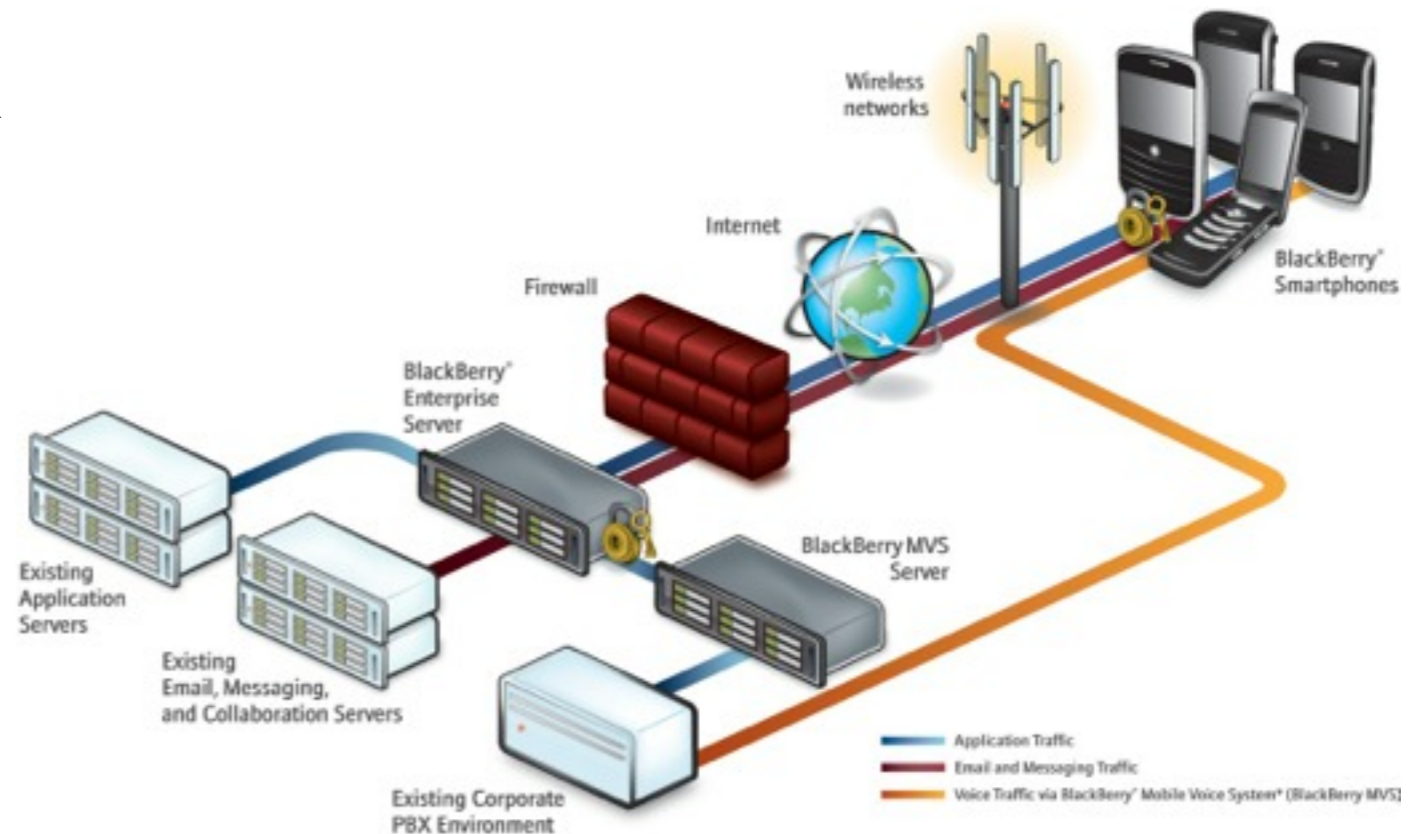


Confusing segmentation



Corporation work

BlackBerry Enterprise Solution



Confusing segmentation

The BlackBerry Social Network

Whether you use your BlackBerry for yourself, for your business or you're a developer, we have a number of local and global social communities for you.



Ordinary Play

BlackBerry teenagers

Confusing segmentation

“There's an internal war going on around the marketing message. Even the guys at the top don't agree.”

The Wall Street Journal, (2011)

How RIM decide and choose who will be their right customers for BlackBerry service?

Research question

who?



Research Methodology

BlackBerry positioning

VS

real currently consumers
who buy ?

Research Methodology

BlackBerry positioning

VS

real currently consumers
who buy ?

<p>Demographic (age, income, occupation, education)</p>	
<p>Psychographic (social class, lifestyle, personality)</p>	
<p>Behavioural (occasions, user status, user rates, loyalty)</p>	


consumer segmentation

Research Methodology

BlackBerry positioning

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consumer segmentation

Research Methodology



1. BlackBerry application
questionnaire: in store
(reward: BlackBerry free credit)



Research Methodology



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Research Methodology



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2. BlackBerry focus group
(in-depth consumer characteristics)



Research Methodology



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(in-depth consumer characteristics)



3. BlackBerry App World



(application category usage,
cost, download statistic)

Supporting theories

1. consumer segmentation

- market segmentation
- target marketing
- brand positioning

2. consumer behaviour

3. user experience design

Outcomes with timelines

..... weeks to be completed

Tasks	1	2	3	4	5	6	7	8	9	10	11	12
Problem definition	-----											
Research approach developed	-----	-----										
Research design developed		-----	-----									
Data collection				-----	-----	-----	-----					
Data preparation and analysis						-----	-----	-----	-----			
Report preparation and presentation									-----	-----	-----	-----

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Q & A