

Oura

Brand Audit

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Executive Summary

This presentation is an overview of the Oura Brand, and their lone product, the Oura Ring. Throughout the report we expand on the Brand Inventory, and how Oura is represented in the marketplace. This focuses on their minimalistic, sophisticated, and sleek marketing tactics. These tactics align well with their product offering, which allows for seamless communication throughout their brand. I conducted quantitative research with a group of twenty people, that dives into how Oura rates amongst its competitors. This data showcased an overall lack of awareness for the brand, as well as struggles with their high price point. Based on these findings, I recommended for Oura to expand their target market, develop a new pricing strategy, and place a larger emphasis on building a community.



Brand Overview

OURA

The Oura Ring has transcended through the traditional confines of the wearable health tracker industry. With its sleek design and focus on holistic health, Oura has successfully redefined the approach to a healthy lifestyle. The company was founded in 2013 in Oulu, Finland by Petterri Lahteloa, Kari Kivela, and Markku Koskela. The trio was originally set out to provide their consumers with scientific insights to their sleep, and has since developed their product to do so much more.



Brand Inventory

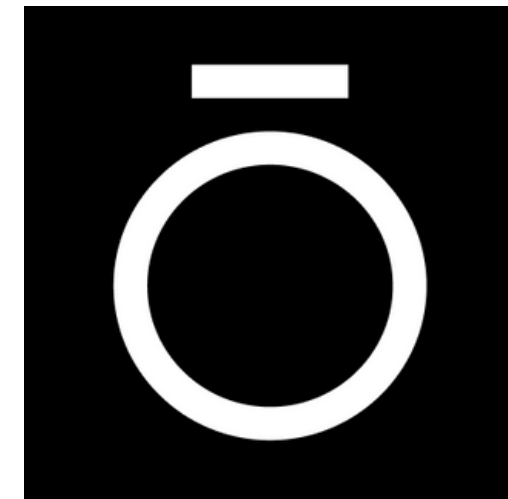
Oura's Representation in the Marketplace

Brand Elements

Logo

ŌURA

Symbol



Packaging

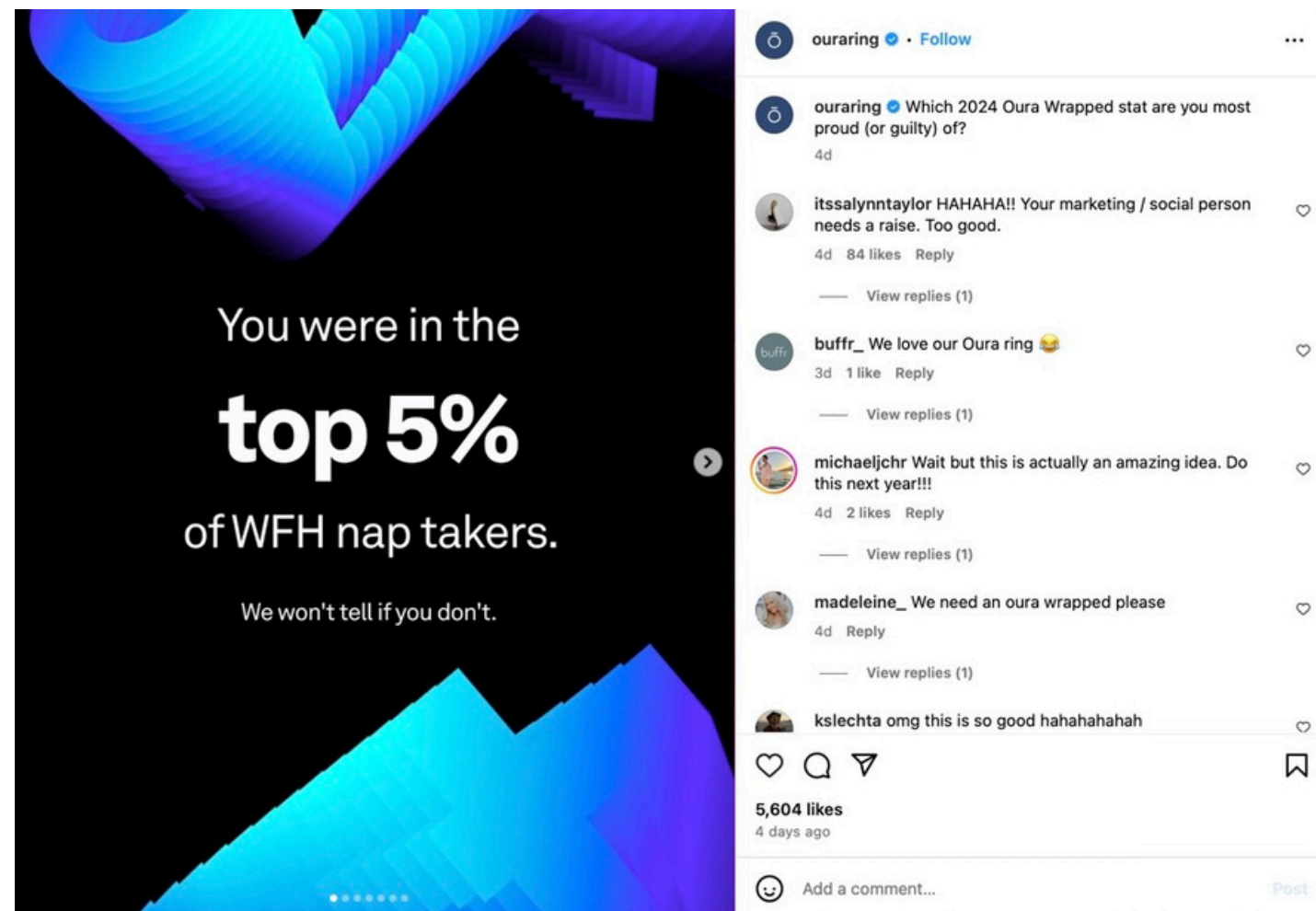


Taglines

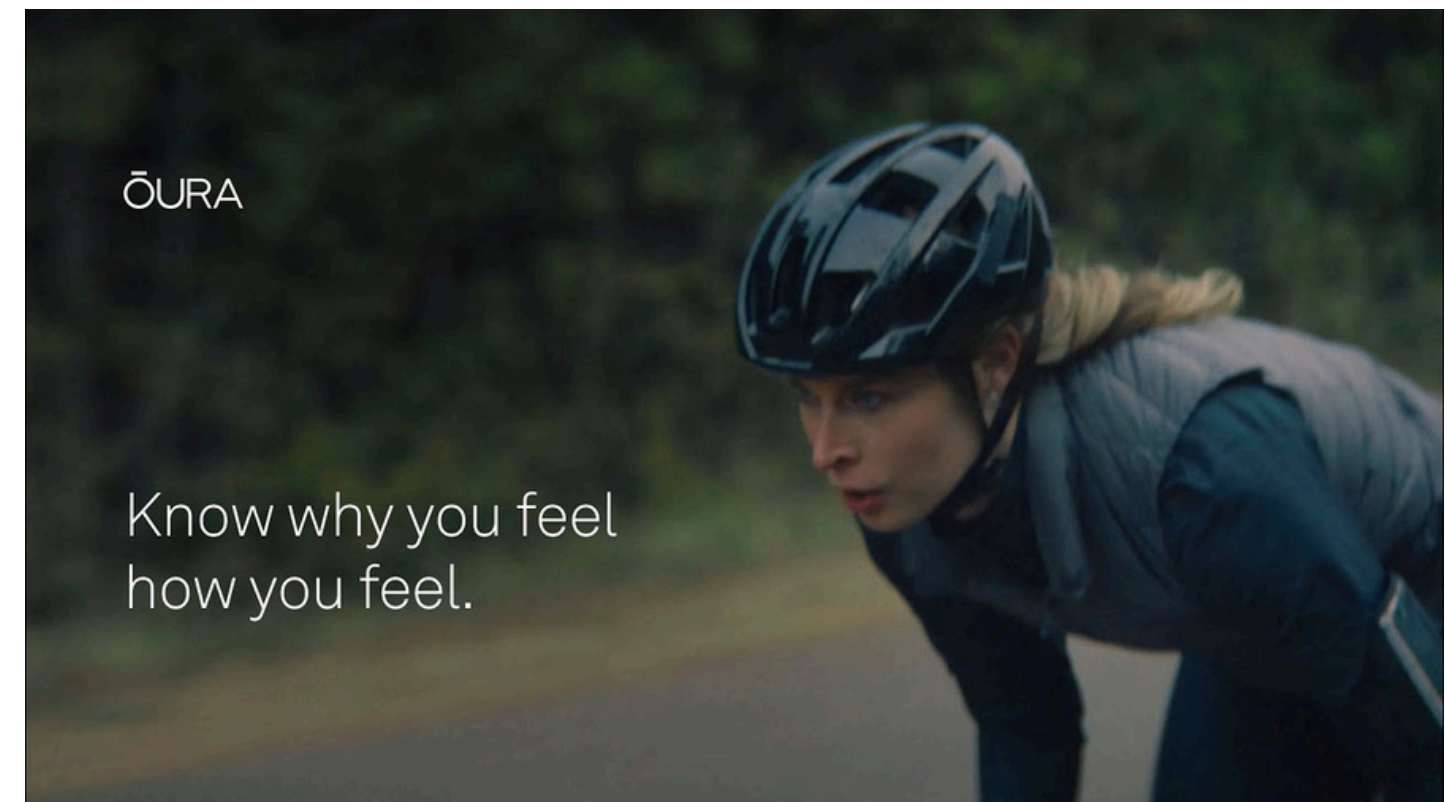
- "Your health. Your style. Your way."
- "Health is a beautiful thing"
- "Know why you feel how you feel"
- "Look good. Feel good."
- "Better lives through better sleep."
- "Always wearable"

Brand Elements: Digital Presence

Instagram



Digital Campaign



Brand Elements



Elements:

Oura's brand elements can be perceived the same way as their product, sleek and minimalistic. They have simple logos that don't overwhelm the consumer, and taglines that get straight to the point. They target consumers on an emotional level through their word choice, and evoke a sense of inspiration among their followers. Their graphics use neutral colors with a modern font that exudes a sense of sophistication and luxury.

Social Media:

Oura's social media does an excellent job balancing between delivering scientific insights to their consumer as well as making lighthearted, inspirational posts. They provide their followers with wellness tips, consumer testimonies, and educational content. This creates a relationship between the brand and the consumer, which then builds the consumers sense of loyalty towards them.

Web:

Oura's approach to their website focuses on clean, high-quality imagery. It perfectly aligns with the design of their product, allowing for a cohesive understanding across their consumer base. Their website design accompanies the sophistication of their product, and elevates the user-experience through their use of various interactive sections.

POINTS OF PARITY: APPLE WATCH

- Health/Fitness Tracking
- Heart Rate Monitoring
- Activity Tracking (Steps, Workouts, etc.)
- Sleep Tracking
- Customization
- Scientific Insights
- Recovery Statistics

POINTS OF PARITY: ULTRAHUMAN RING

- Readiness & Recovery Scores
- Wearable Ring
- Sleek/Minimalistic Design
- Health/Fitness Tracking
- Personalized Health Coaching
- Focus on Holistic Health
- Highly Accurate Sensors

POINTS OF DIFFERENTIATION: APPLE WATCH

- Design: Ring vs. Watch
- Overall Comfort
- Functionality
- Primary Focus: Holistic Health vs. Smart Watch
- Accuracy
- Battery Life
- Target Market
- Interactiveness

POINTS OF DIFFERENTIATION: ULTRAHUMAN RING

- Brand Mission
- Sleep Tracking
- Battery Life
- Technology
- Price Point
- Target Market
- Primary Focus: Holistic Health vs. Performance

POP & POD Summary



Evaluating the key similarities and differences between the Oura Ring and its competitors yielded interesting results. The Apple Watch has very distinct differences, whereas the Ultrahuman ring's differences were more discrete. Among all three products, their main similarity was their ability to effectively track the consumer's health and fitness. The most notable differences between products was the Oura Ring's focus on holistic health, as well as how precise the data they provide is.



Brand Exploration

Boost Your Immunity

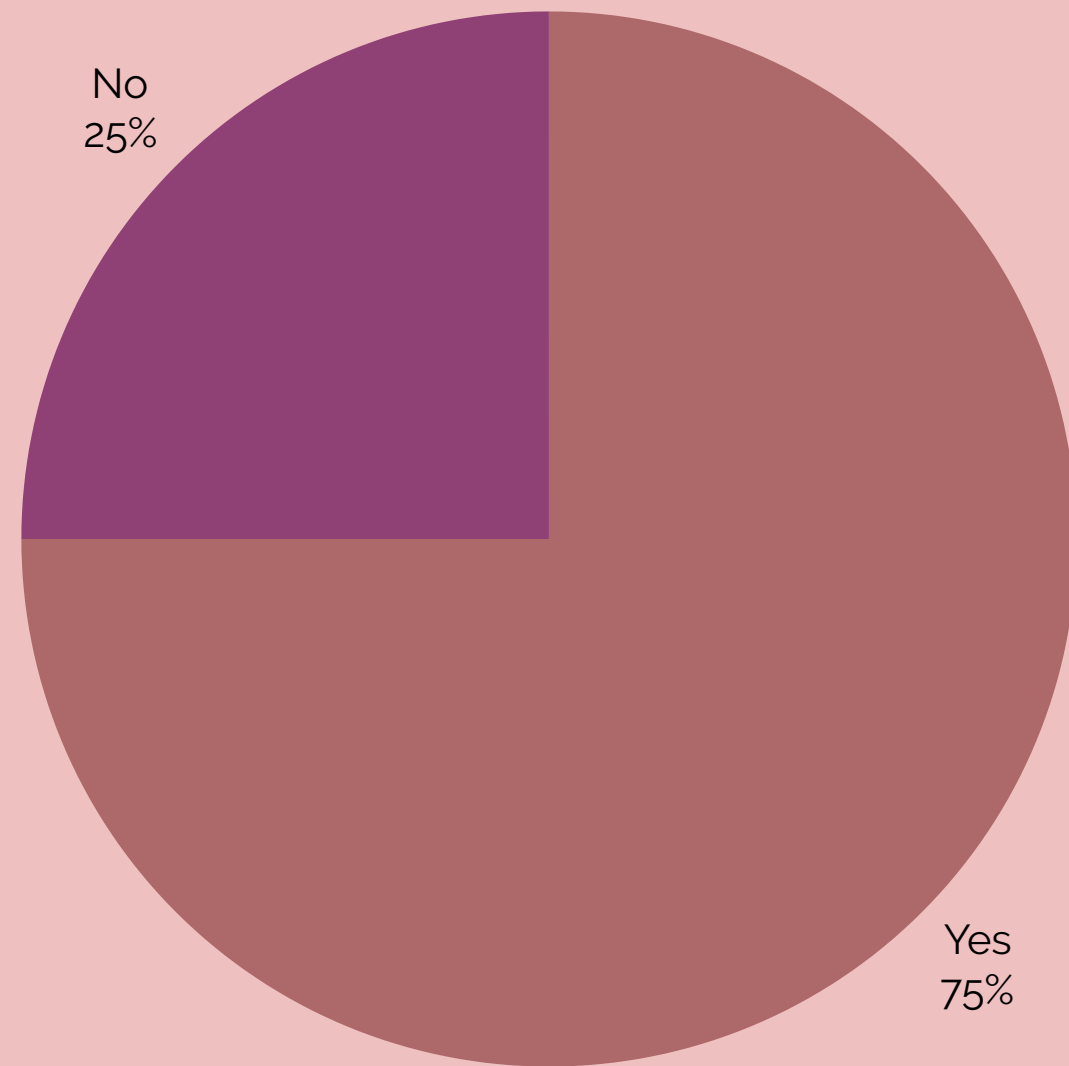
WITH

OURA



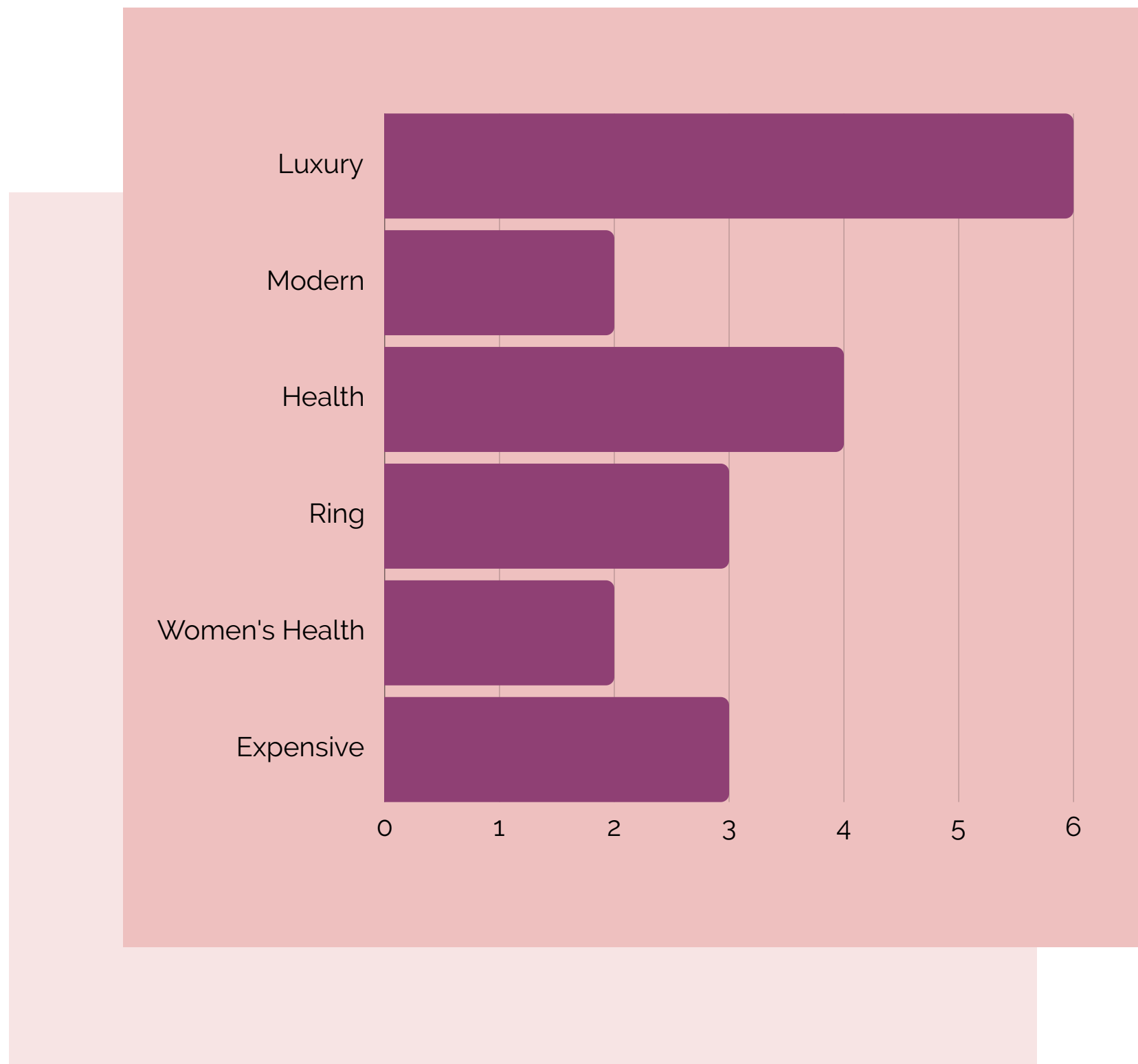
QUANTITATIVE RESEARCH

I conducted a survey regarding how Oura rates amongst its various competitors. The survey took place on Google Forms, and there were 20 respondents.



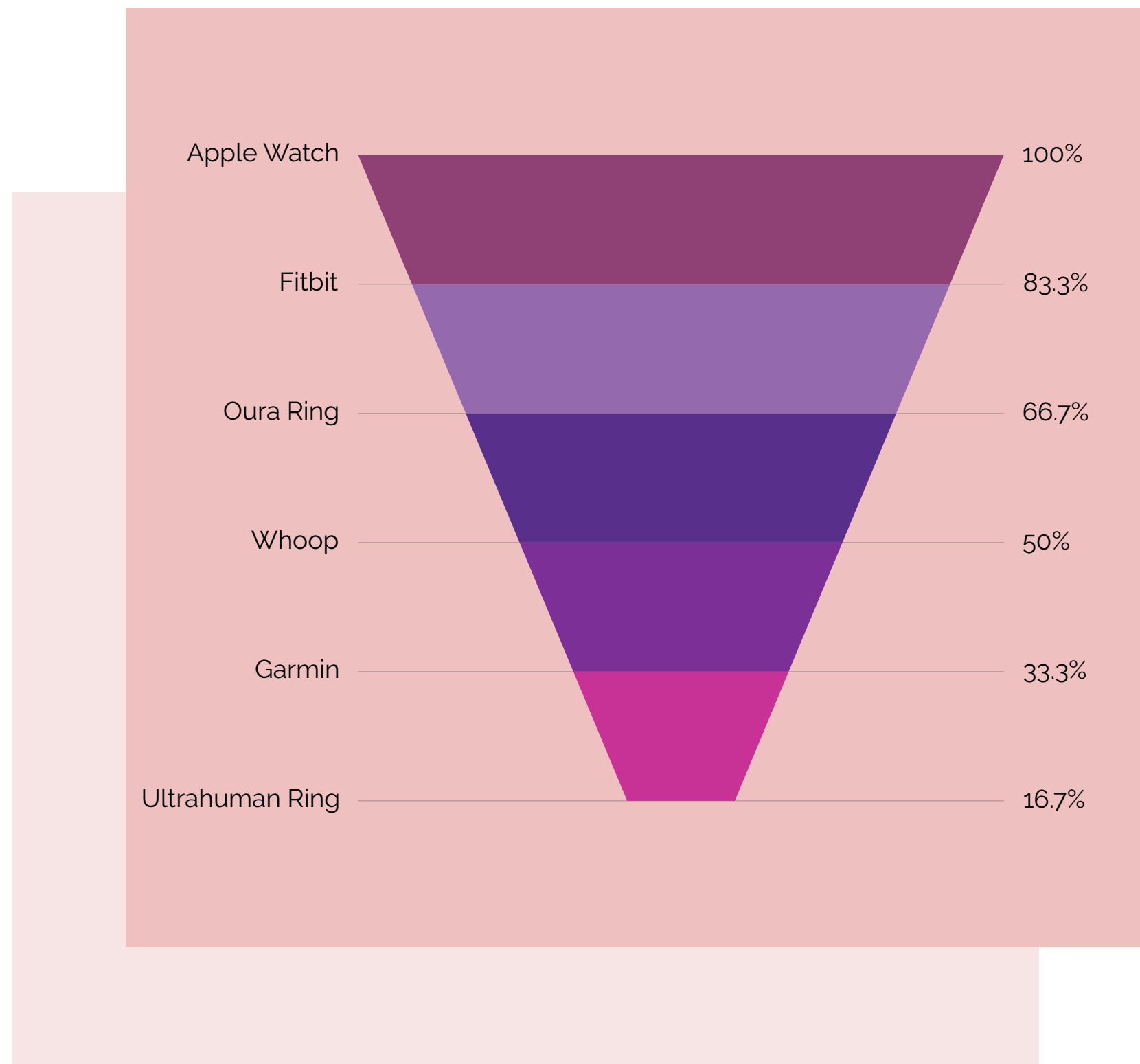
Survey Results:

ARE YOU FAMILIAR WITH
THE BRAND OURA (OURA
RING)?



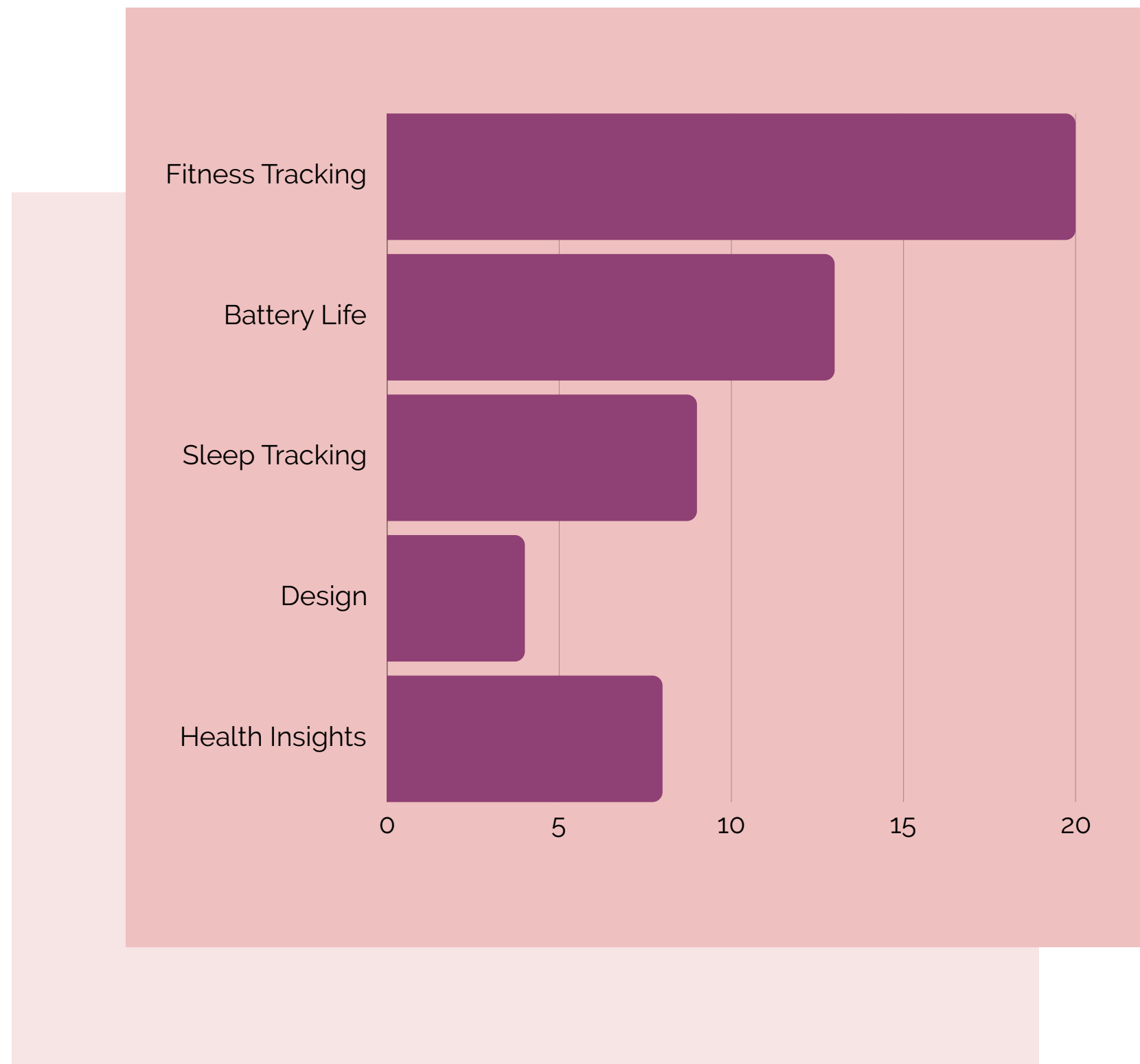
Survey Results:

WHAT WORD FIRST COMES
TO MIND WHEN YOU THINK
OF THE OURA BRAND?



Survey Results:

RANK THE FOLLOWING
PRODUCTS BASED ON MOST
FAMILIAR WITH TO LEAST
FAMILIAR WITH.

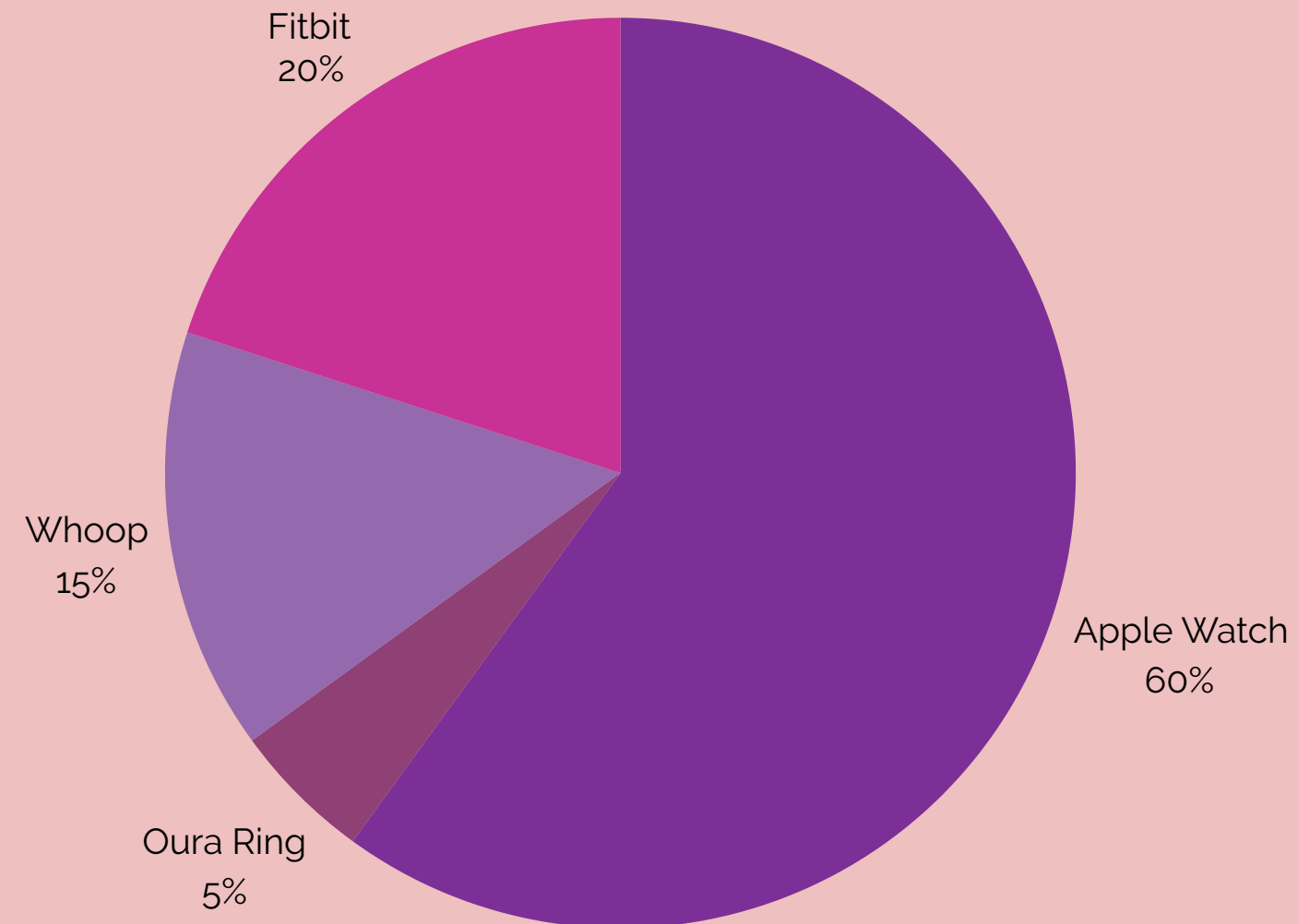


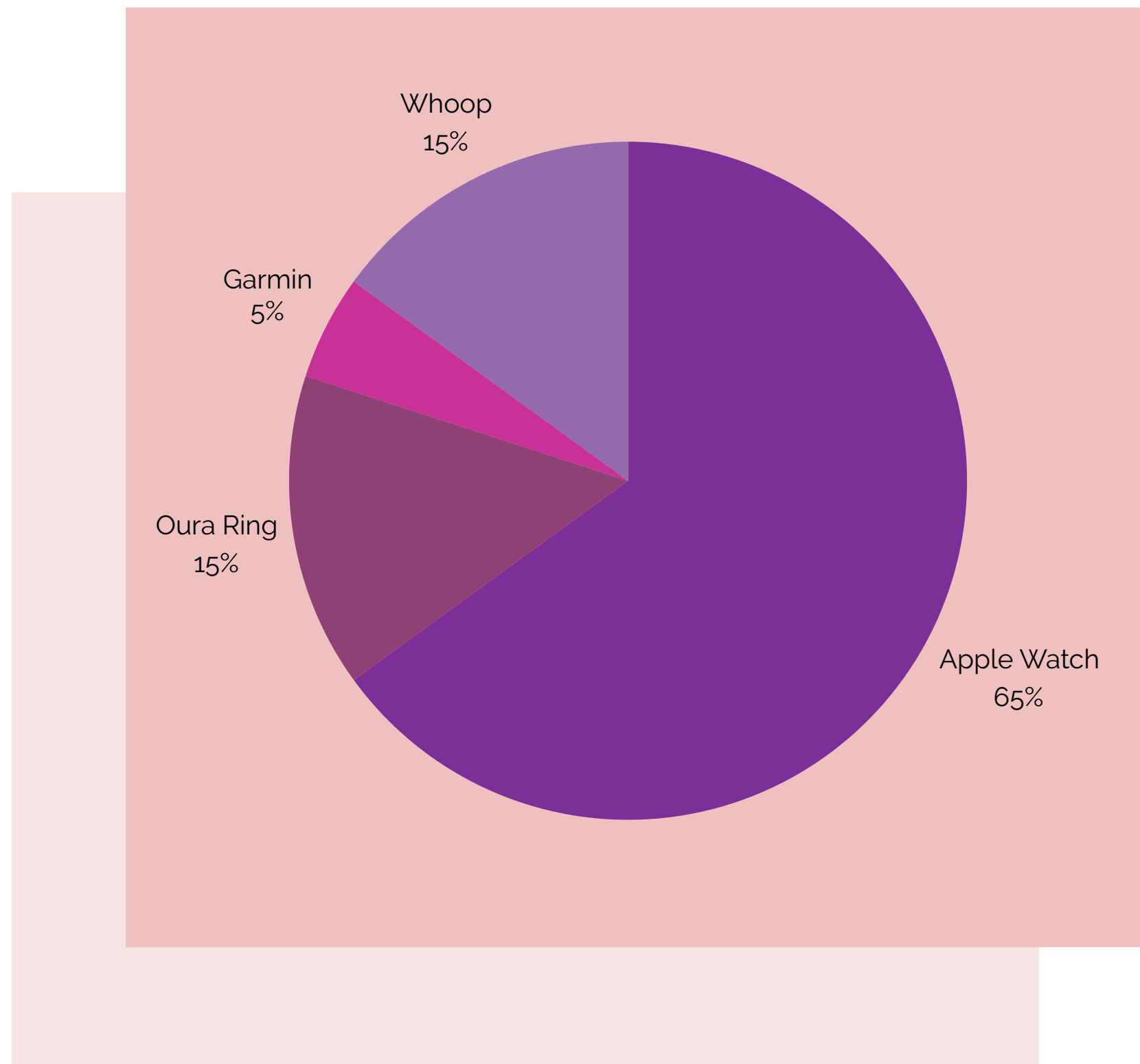
Survey Results:

WHAT FEATURES DO YOU
DEEM MOST IMPORTANT
WHEN SELECTING A
WEARABLE HEALTH
TRACKER?

Survey Results:

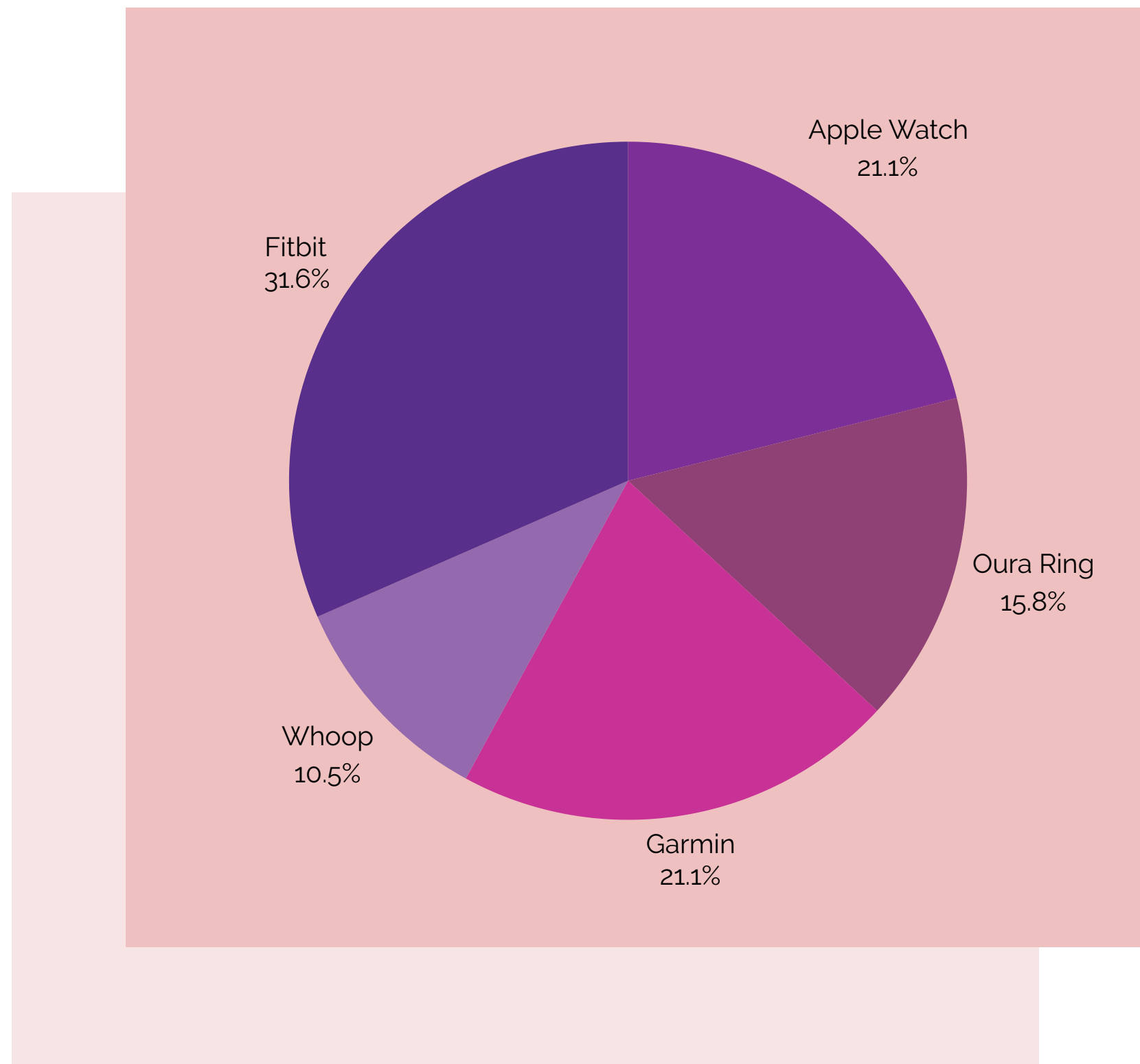
WHICH BRAND DO YOU
THINK LEADS THE
WEARABLE HEALTH
TRACKING INDUSTRY?





Survey Results:

IF YOU WERE TO BUY A
WEARABLE HEALTH
TRACKER TODAY, WHICH
PRODUCT WOULD YOU
CHOOSE?

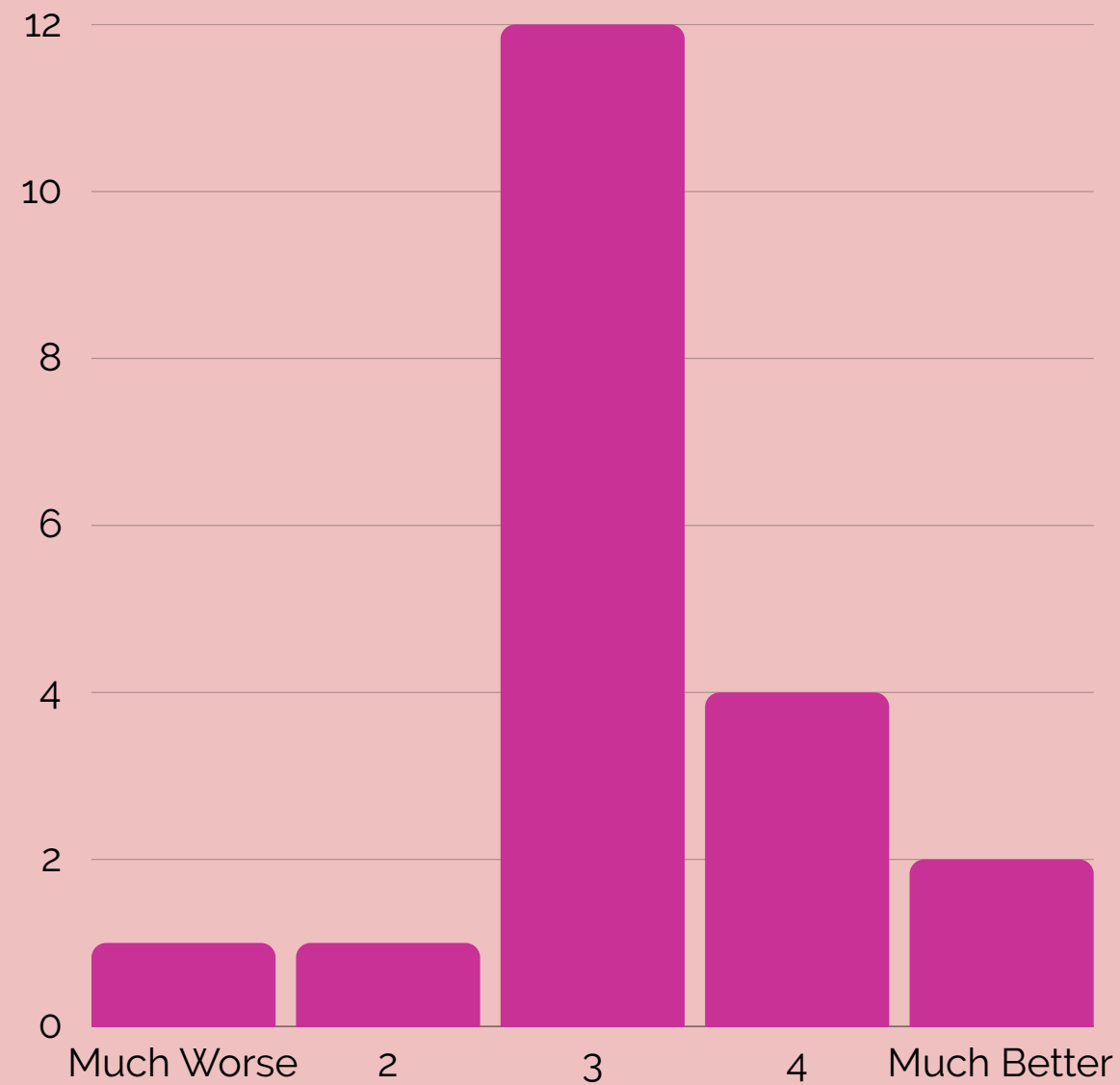


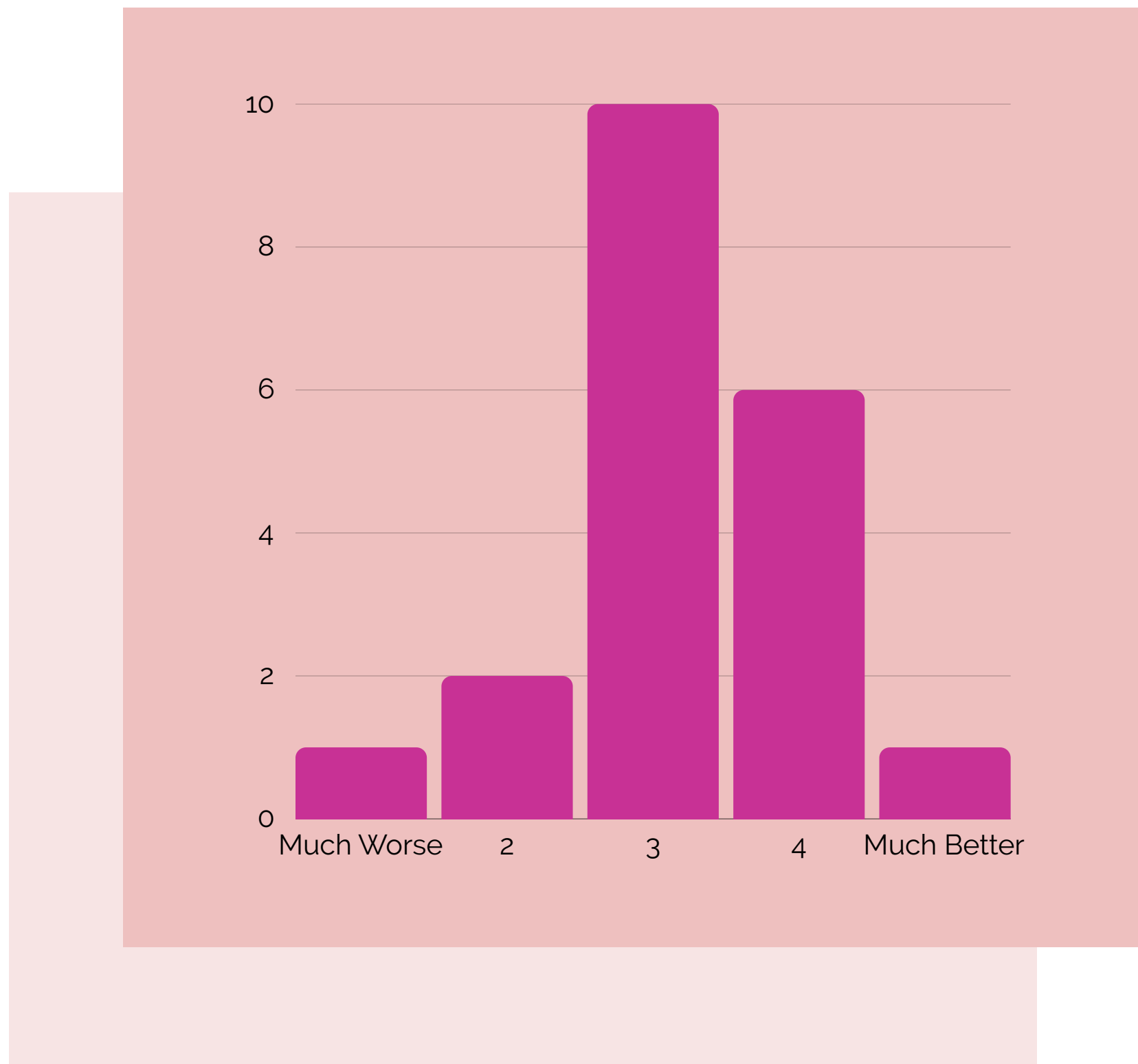
Survey Results:

WHICH BRAND DO YOU FEEL
HAS THE BEST OVERALL
VALUE FOR ITS PRICE
POINT?

Survey Results:

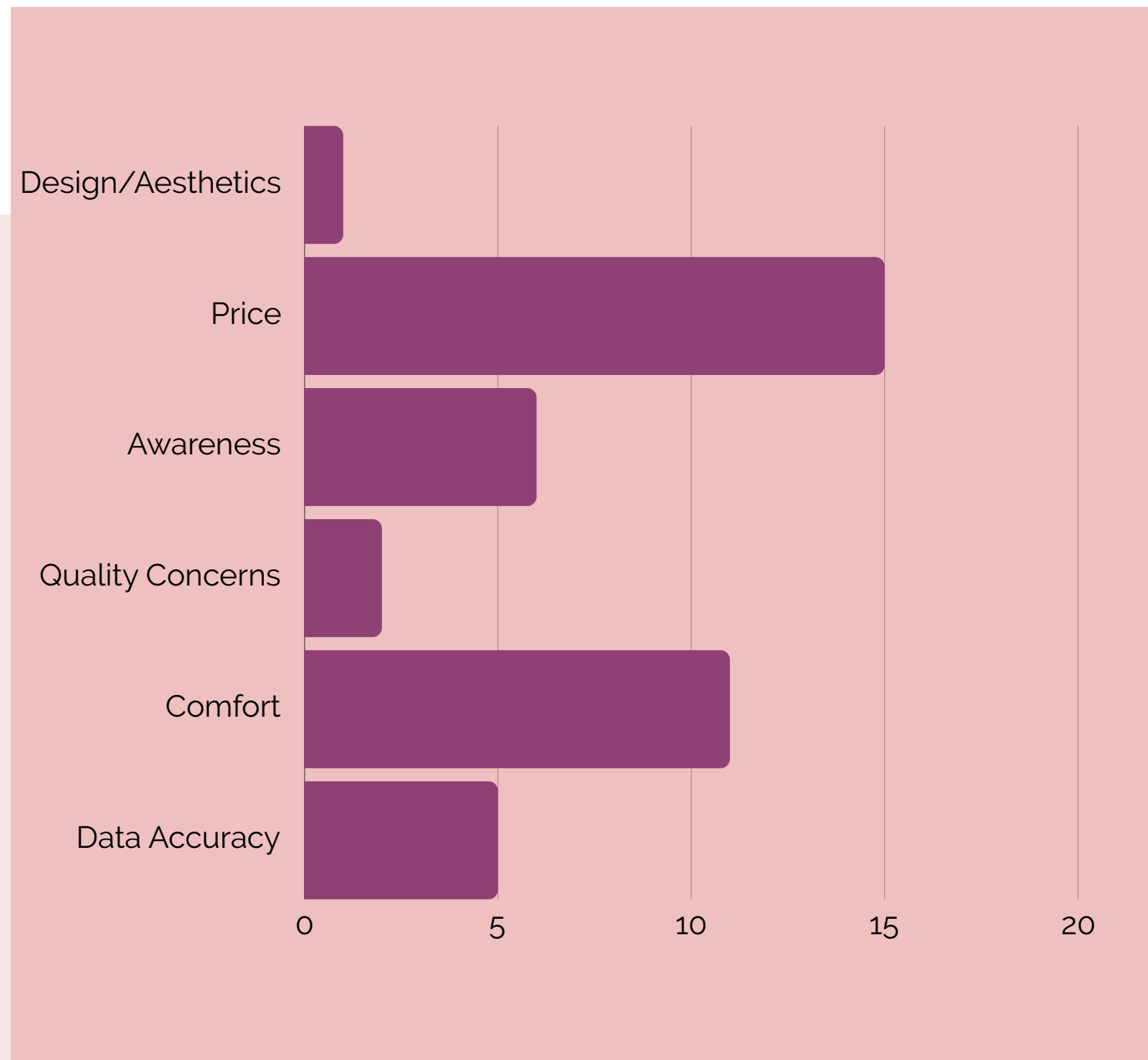
COMPARING OURA TO ITS
COMPETITORS, HOW
WOULD YOU RATE ITS
BRAND REPUTATION?





Survey Results:

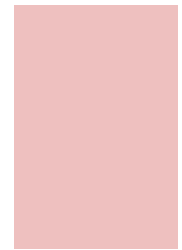
COMPARING OURA TO ITS
COMPETITORS, HOW
WOULD YOU RATE ITS
OVERALL QUALITY?



Survey Results:

WHAT WOULD DETER YOU
FROM PURCHASING AN
OURA RING?

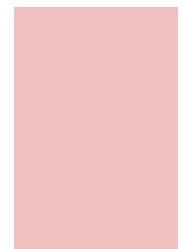
Brand Reccomendations



APPEAL TO NEW MARKET



**DIVERSIFY PRODUCT
OFFERINGS**



PRICING STRATEGIES



EMPHASIZE COMMUNITY

Proposed Approach

New Markets

Oura currently has a very niche target market. My survey showed that while 75% of people were aware of Oura, the respondents were much more familiar with its competitors. Oura is not currently partnered with anyone, and I think it would be valuable for them to seek out people who align with their brand. I also think it would be valuable for them to collaborate with other brands that have a similar mission to them (yoga studios, wellness drinks, etc.)

Pricing Strategies

The Oura Ring is currently a subscription based product, which requires consumers to make a monthly payment. With price being the number one thing deterring consumers from purchasing an Oura Ring, it is crucial to focus on alternative strategies. This could include offering a yearly subscription at a reduced rate, or offering promotions for first time customers.

Community

Oura focuses on the overall health and well-being of their consumers. A large component of an individuals wellness comes from being engaged with the community. It would be valuable for them to construct a way for people to connect with their friends/family through their product. This could be them creating a function that allows people to “compete” against each other, or allowing them to interact with each other through their mobile app.