

# Oppo Reno2

Luminous Black



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# The Company

Founded in China in  
2001



Customer electronics and  
mobile communications

**2019**

In **China** → n° **1** smartphone brand

**Worldwide** → n° **5** smartphone brand

Lately, focused particularly on mobile photography technology



**PRODUCT**



**PRICE**



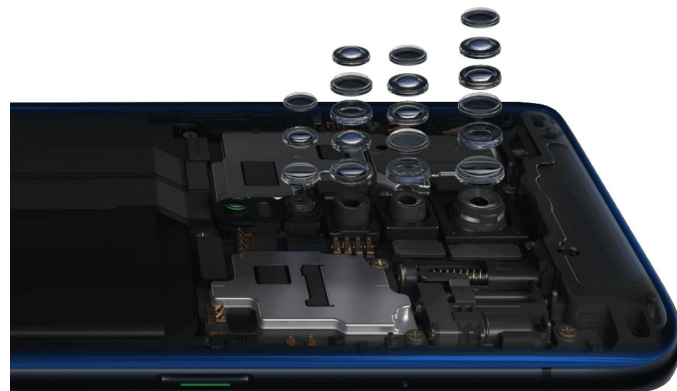
**PLACE**



**PROMOTION**

# The Product

- **4 cameras**
  - 5x Hybrid Zoom
  - All New Ultra Dark Mode
  - Portrait Mode 2.0
  - Ultra Steady Video
- **Additional Pop-up camera in a “shark-fin” segment**
  - Bokeh Effect
  - Drop detection
- **3 possible colors**
- **6.5 inch AMOLED screen**



## The Price

Oppo Reno2 - \$560  
Oppo Reno 2Z - \$420

**relatively low cost** but excellent features

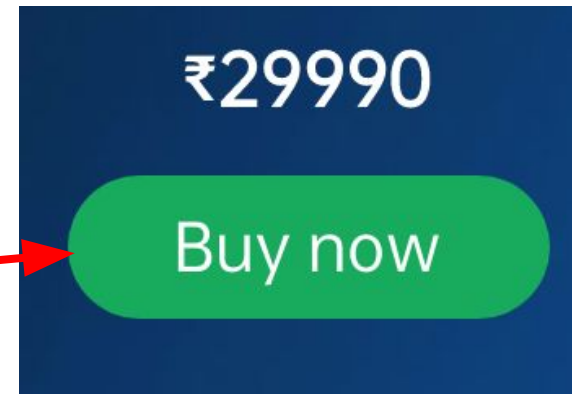
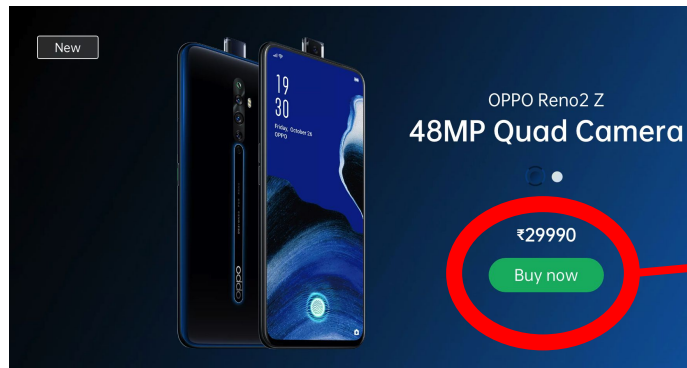
## The Place

Oppo E-store

Oppo stores (none in the West)

Many resellers, such as Amazon and Best Buy

Products available in 21 countries but has not reached the US yet



# The Promotion



Ad campaigns: Innovative features






TV, newspapers, billboards, social media  
- Facebook, Twitter, Blogs, Instagram,  
YouTube

Brand ambassadors: 2pm, Hrithik  
Roshan and Sonam Kapoor, (India)  
Luhan and Yang Mi (China)

Sponsoring events: UK Cricket World  
Cup, Wimbledon tennis tournament



 **OPPO**  @oppo · 15h  
Did you know? #OPPOReno2 has the following audio features:

-  Dolby Atmos
-  Hi-Res Audio
-  Sound Focus (Zoom audio on video)
-  Bluetooth 5.0
-  3.5mm Headphone Jack

# STP

## Segmentation

- Demographic: age, income
- Benefits: economy, high-quality

## Targeting

- Millennials - inclined to tech advances
- Middle/upper-middle class income
- Creators of content on social media

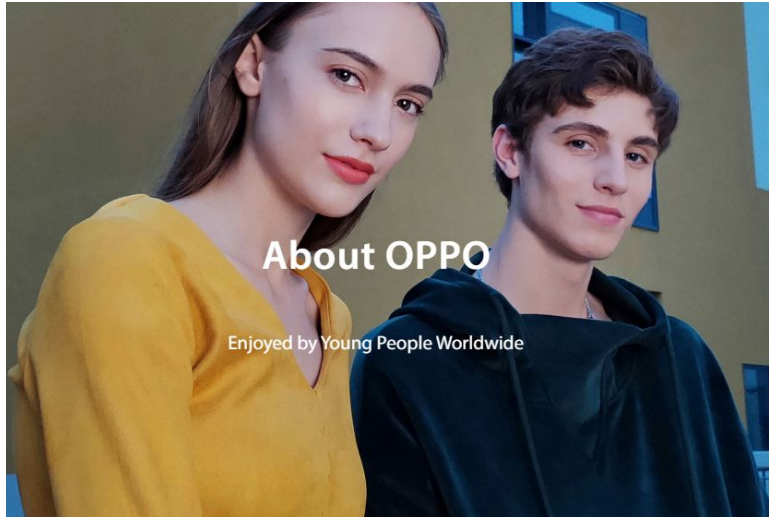
## Positioning

State of the art image capturing

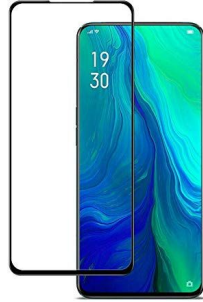
Processor technology

Aesthetic part of the quality photos

High-end specifications at low prices



# SWOT Analysis



## Strengths

- Price - affordable phone
- High perceived value
- Highest quality camera and media resolution
- Longer battery life
- Portrait mode videos

## Opportunities

- New water and dust resistant product
- Expand from China to Europe and America

## Weaknesses

- Generally unknown brand
- Hard to use with a single hand
- No dedicated microSD card slot
- Video stabilization issues



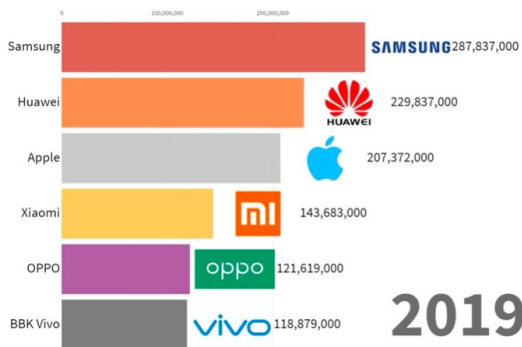
## Threats

- Competition
- Apple strategies to gain loyal customers



# Competitors

- Samsung
- Apple
- Huawei
- Vivo
- Xiaomi
- Nokia
- Lenovo



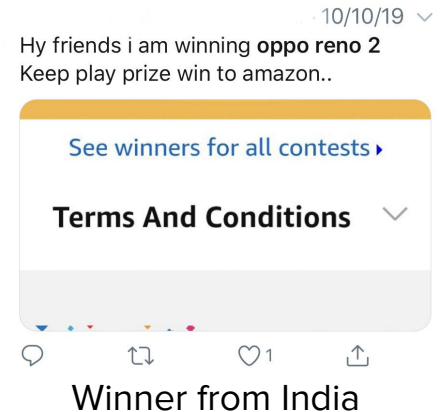
2019 Q2

Company	2017 Units	2017 Market Share (%)	2016 Units	2016 Market Share (%)
Samsung	321,263.3	20.9	306,446.6	20.5
Apple	214,924.4	14.0	216,064.0	14.4
Huawei	150,534.3	9.8	132,824.9	8.9
OPPO	112,124.0	7.3	85,299.5	5.7
Vivo	99,684.8	6.5	72,408.6	4.8
Others	638,004.7	41.5	682,915.3	45.7
<b>Total</b>	<b>1,536,535.5</b>	<b>100.0</b>	<b>1,495,959.0</b>	<b>100.0</b>

- Smartphone Sales in the Year 2016 Vs 2017 globally.  
Source: Gartner (February 2018)

# Customers' opinions and reviews

- To be appealing and spread good word of mouth, OPPO partnered with Amazon to give a limited number of RENO 2 devices as prizes after a consistent purchase on Amazon.
- Users using the product show different opinions:
  - Happy: amazing, new camera, great media performance, great deal
  - Unhappy: lack of variety in choices, processor performance and better competition



# Sources

<https://www.techradar.com/reviews/oppo-reno-2>

<https://www.youtube.com/watch?v=IdDEVIfbGEA>

<https://www.forbes.com/sites/bensin/2019/09/10/oppo-reno-2-review-india-specific-flagship-gets-one-more-camera/#448f28ac3357>