

**Branding your  
business to target  
micro niches and  
grow your market  
share.**



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**UNBOX LONDON**  
helps companies  
identify new  
lucrative target  
markets and how  
best to reach  
them.



**unboxlondon.com**

We have worked with a broad range of  
business's ranging from mobile apps,  
tech startups, emerging brands,  
wellbeing and voice enabled products.

**E L L E**

**appkettle**

**blippAR**

**RE-WORK**

**YunoJuno\***

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*Our sweet spot is working with growing start-ups and new ventures who want to identify, target & engage the London audience.*





**London is a tribal society.**

**We have entered an exciting  
time in history.**

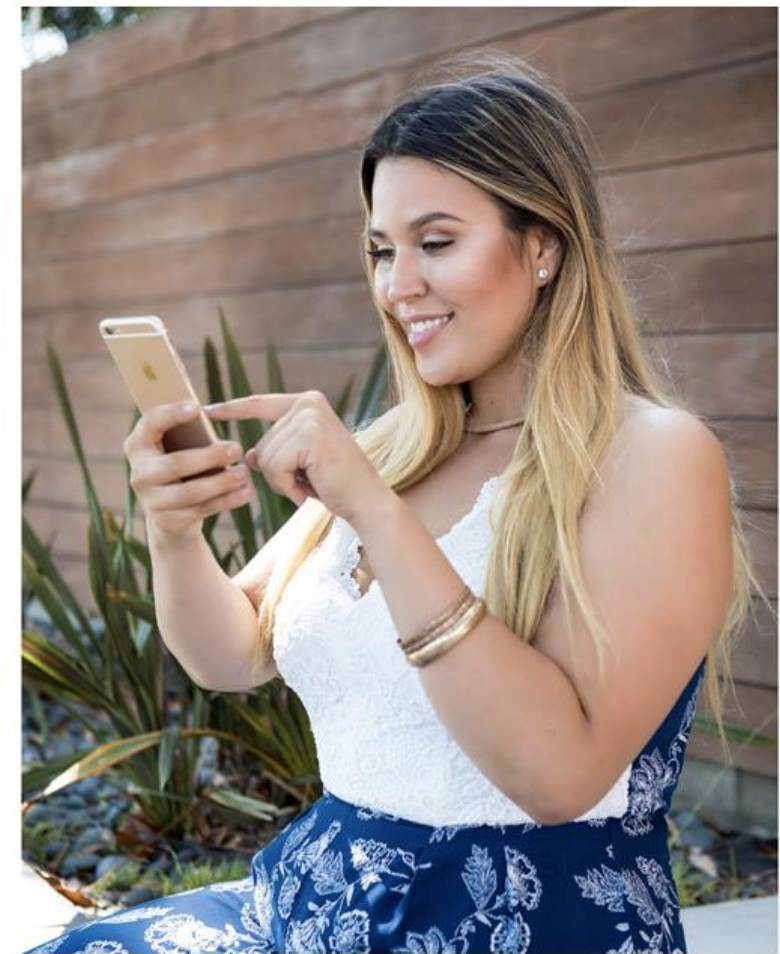
**Consumer behaviour, trends  
and developments in  
emerging technology are  
constantly changing the  
landscape FAST.**



# Niche consumer brands serving micro markets



**JECCA - Make up brand  
exclusively for TransGender**

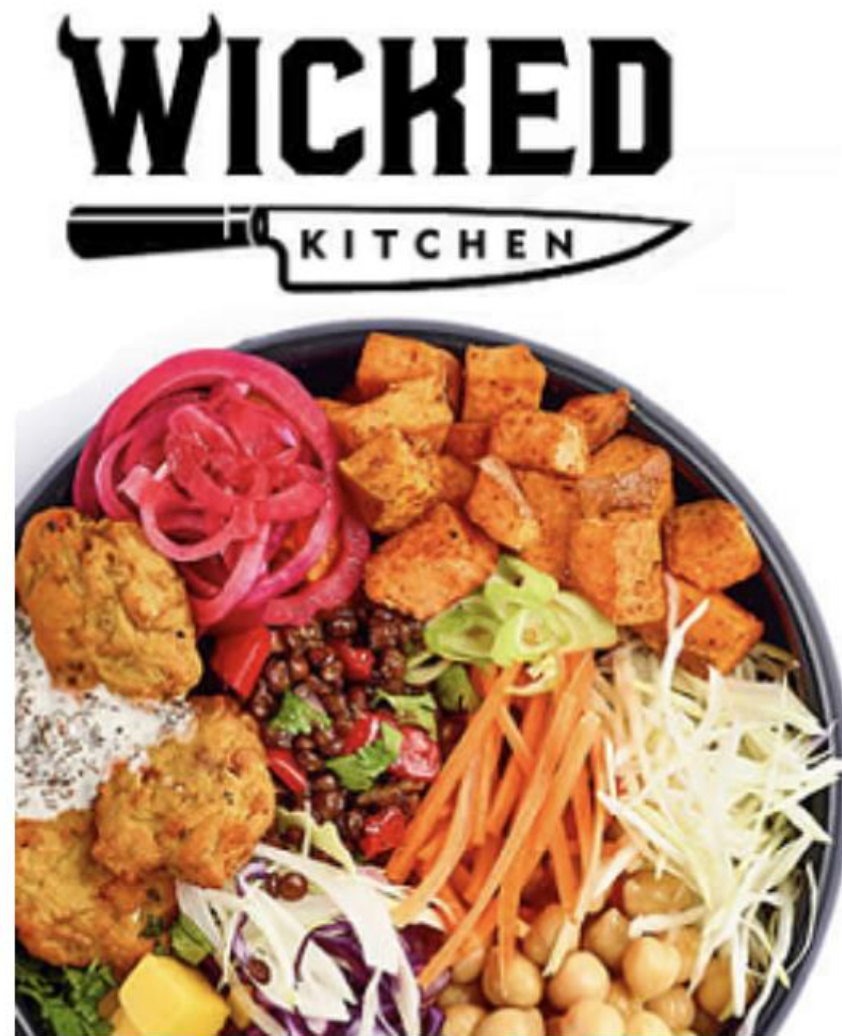


**XEHAR - Fashion App for  
Curvy Millennials**



**Vegan recently a niche market - now one of the fastest growing consumer trends.**





Once a niche market trend becomes a sizeable market, big brands muscle in. 'Wicked Kitchen' is Tesco's Vegan Range.



***Masculine Plant  
Powered Food  
aimed at Men***

**New vegan micro-niches emerging.**



**Even if your product or service is for everyone & not a 'niche' - WHY do people buy it?**

# WHY do people drink coffee?



**Marketplace's are made up of 'individuals'. Consumers may buy the same product or service, however buyers motivations vary.**



**When starting a new business, how can identifying and targeting niche market segments increase your chances of getting that early traction?**







**By ‘Thinking Small’ you can ‘Go Big.’**  
Branding your business to serve a niche market can help supercharge your growth.

# Your Niche Market is where you Start, not where you Finish.

- Branson** started by getting known in the music business.
- Olgivy** started by getting known for sales training.
- Facebook** started by getting known by everyone at Harvard.
- Amazon** started by getting known for selling books.

Daniel Priestly - Key person of influence





Cutting out segments of the market may not seem the obvious thing to do.

# Focus Creates Value

Prove yourself on a small, focused scale, have some victories, become excellent at something, and then take the learnings from it and tackle a bigger problem/market.

Daniel Priestly - Key person of influence





**Insight and Research is key. There has to actually be a market that can generate revenue.**

**Where do you begin?**  
**The basic 5 steps**

# ChillScape

Sonic Meditation



***New Meditation app  
entering the huge 'on  
trend' consumer  
market for meditation.***



# **1) Research & Insight**



search for **meditation app** on google

**Broad search for meditation app**

- The **Mindfulness App**. iPhone rating: ★★★★★ ...
- Headspace. iPhone rating: ★★★★★ ...
- Calm. iPhone rating: ★★★★★ ...
- MINDBODY. iPhone rating: ★★★★★☆ ...
- Buddhify. iPhone rating: ★★★★★☆ ...
- Insight Timer. ...
- Smiling Mind. ...
- **Meditation Timer Pro**.

**Searches related to meditation app**

**best meditation apps 2018**

**best free meditation apps 2018**

**meditation apps for sleep**

**meditation apps for beginners**

**offline meditation app**

**breathe meditation app**

**best meditation app reddit**



sleep

**sleep meditation**

sleep music

sleep medications

sleep

sleep is the best meditation

sleep meditation app

sleep meditation music

sleep guided meditation

sleep hypnosis

sleep meditation for kids

**Broad search for 'sleep'**

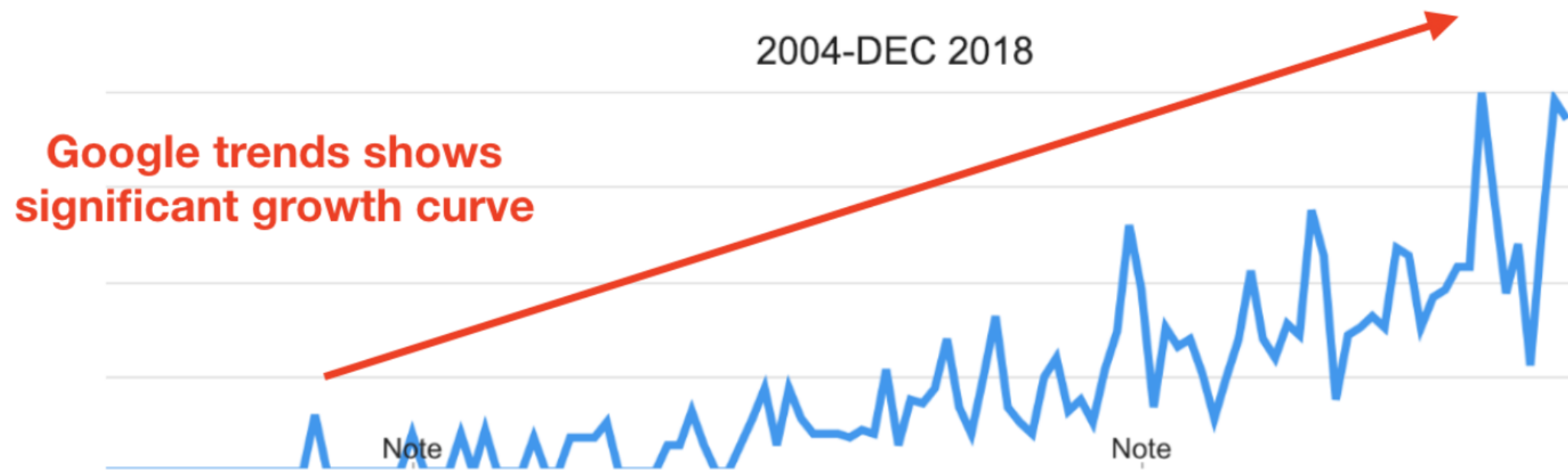
**'sleep meditation' first google suggestion**

*Report inappropriate predictions*

## **2) Identify Micro Market**



# Meditation for sleep



We have now moved from the broad meditation app market (most saturated and expensive to compete) to an 'on trend' use case for meditating (meditation for sleep)



meditation for sleep



### Top stories



#### Muse unveils a sleep meditation headband

TechCrunch · 1 day ago



#### Muse's Softband will help you meditate your way into a good night's sleep

Digital Trends · 15 hours ago



muse™

Niche product  
serving large  
growing  
market



LOG IN

SIGN UP FOR FREE

THE SCIENCE BLOG FOR WORK HOW TO MEDITATE HELP

### Meditation for sleep

★ Healthy sleep has more to do with quality of rest than quantity of hours. Sleep meditations help create the inner conditions needed for a truly restful night. Because when we settle the mind, we rest the body—and that restfulness is what makes it easier to wind down and drift off.

SIGN UP FOR FREE



HEADSPACE®

Generalist 'meditation app' with  
good  
discoverable digital content  
outlining the benefits of using the  
app - e.g "meditation for sleep"

# Londoners 'more sleep deprived than everyone else in UK'

JOHN DUNNE



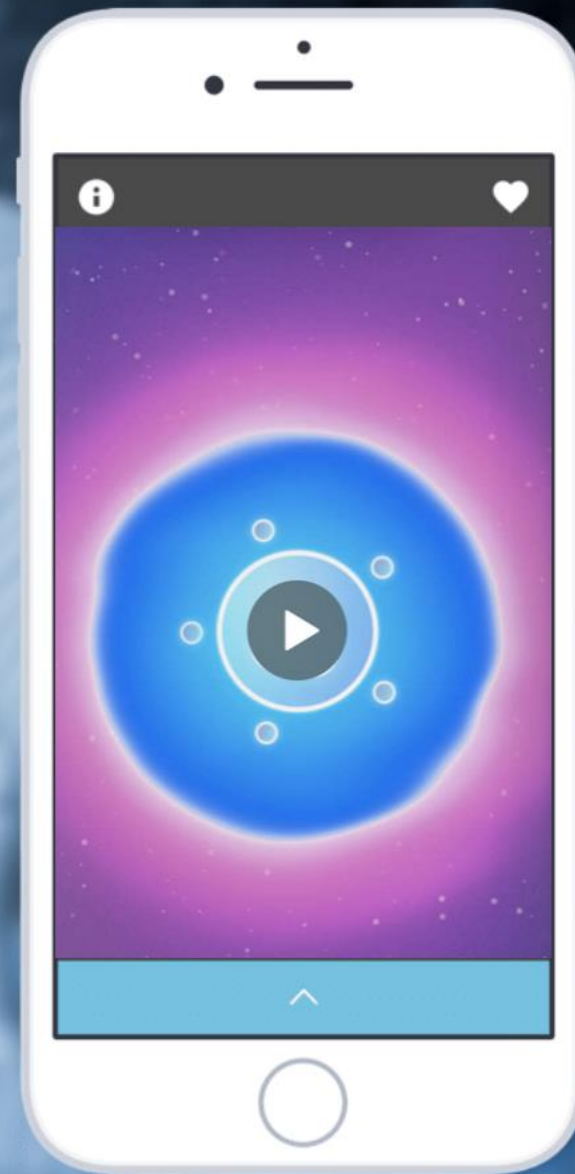
Click to follow  
The Evening Standard





**3) Brand your Business &  
Communications to Target  
Niche Market**

ChillScape  
Sonic Meditation



#SleepLondon

**4) Identify wider market &  
begin growing your  
community**





Other segments of the market targeting similar audiences that could also be interested in meditation.



Some companies from these segments could also be Future Strategical Co-Marketing Partners

**5) Initiate Strategical Marketing  
Activity Targeting Your Niche  
Market**





**Products &  
Services**



**Social Media**



**Influencers**



**E-Marketing**



**Media & PR**

# #SleepLondon

Powered by Chillscape



We all know that a good nights sleep is essential for general health, productivity, concentration and mood, yet Londoners are the most sleep deprived people in Europe. Chillscape, the meditation app that helps you get to sleep is partnering with leading consultants, brands and associations that are focused on helping Londoners sleep better and live their life to the fullest.



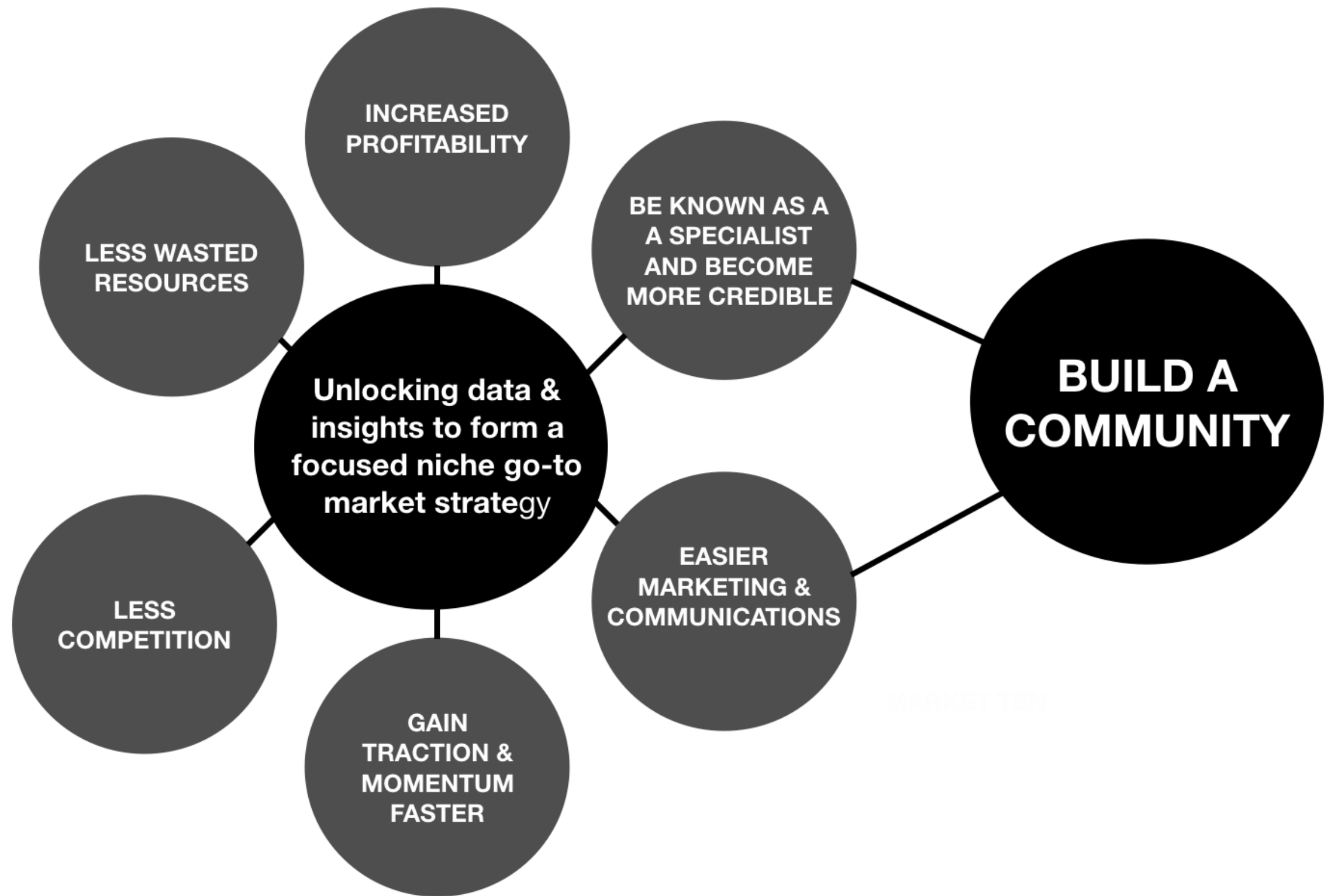
The Sleep Council

LESS-STRESS London



TRANSFORMATIVE  
TECHNOLOGY  
ACADEMY

**What are the benefits of  
going niche?**





# COMMUNITY IS EVERYTHING

## Stop selling and start building community!

In order for brands to build community, they need to identify the type of community they want. It could be tied to a worthy cause or common interest, act as a support group or a take on a number of other variations.

**Develop a community that is in line with your brand, services or products. It should be one that your ideal customers find value and want to participate in.**

## Oh and hone in on your #HashTag skills :)

If your company does not have a hashtag, you're missing out. What exactly are you missing? The ability to track and mobilise your community or to jump on key trends and conversations.



**Thank you!**  
**Questions?**