

PRODUCT LAUNCH

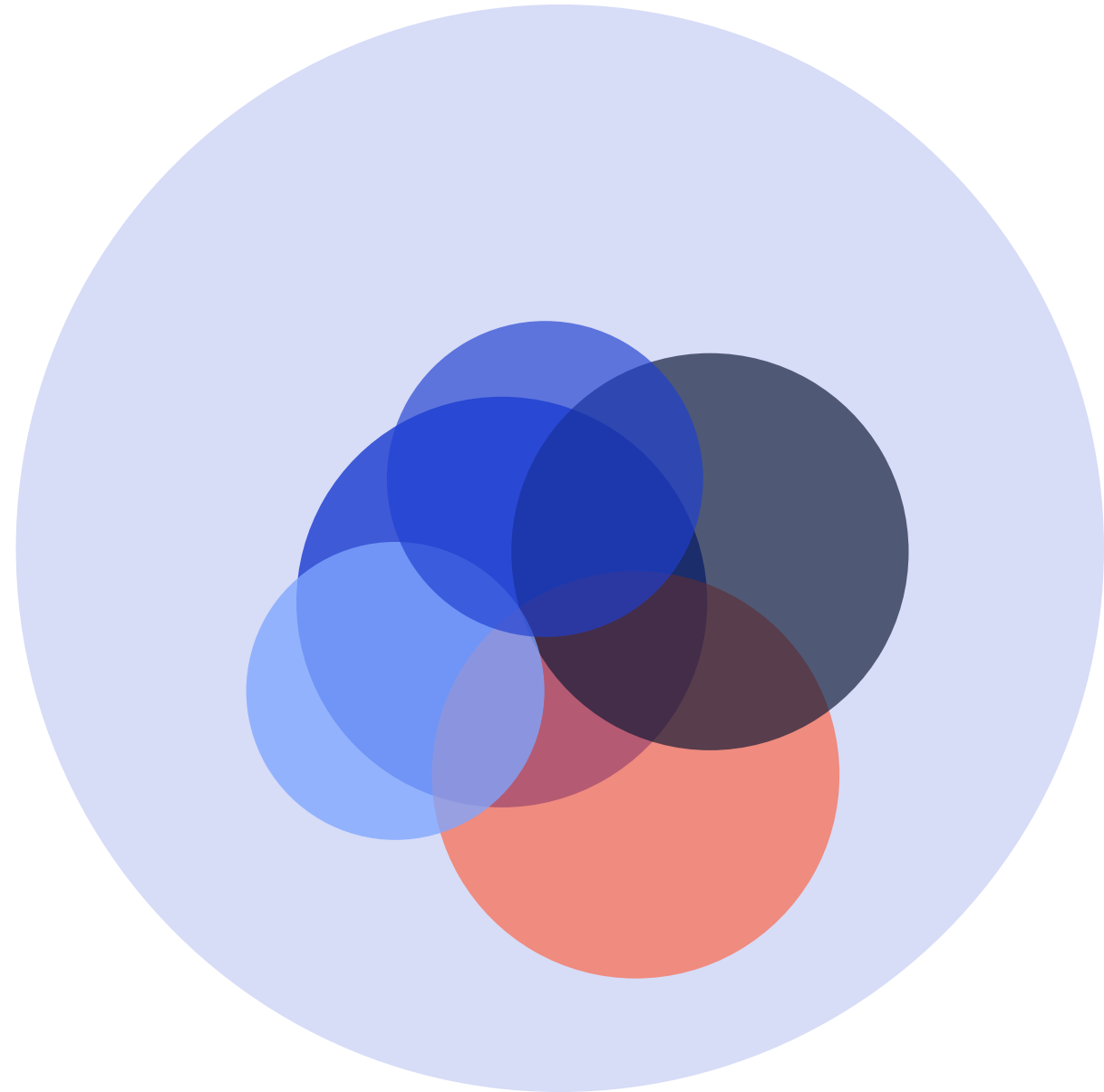
Aura Buds Pro

Wireless earbuds with all-day battery and
calls that sound clear

LAUNCH DATE
15 August 2026

TEAM
Product & Marketing

STATUS
Go-to-market plan





Agenda

01

Product

02

Audience

03

Launch plan

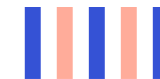
04

Success



**Music all day. Calls that
sound like you are in
the room.**

The promise



Meet Aura Buds Pro



Product hero shot

Wireless earbuds with all-day battery and calls that sound clear

Aura Buds Pro combine 40-hour battery life with adaptive noise cancellation and a low-latency gaming mode, at a price that beats imported brands.



Key features

01

40-hour battery

A week of commutes on one charge.

02

Clear calls

Six microphones tuned for noisy streets.

03

Game mode

Low latency for mobile gaming.



Who it is for



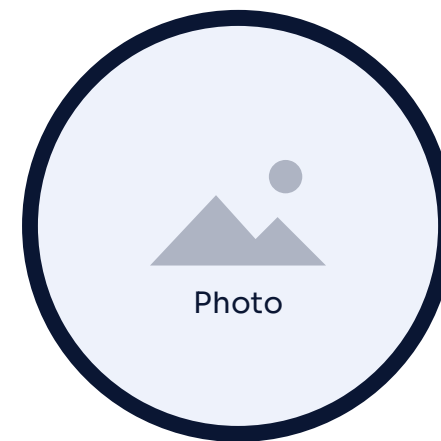
Rohan, 21
STUDENT GAMER

Wants low latency and long battery.



Priya, 28
COMMUTER

Takes calls on the metro every day.



Dev, 35
RUNNER

Needs a secure fit and sweat resistance.



Why it wins

Typical alternatives

- Complicated set-up
- Generic features
- Hidden costs

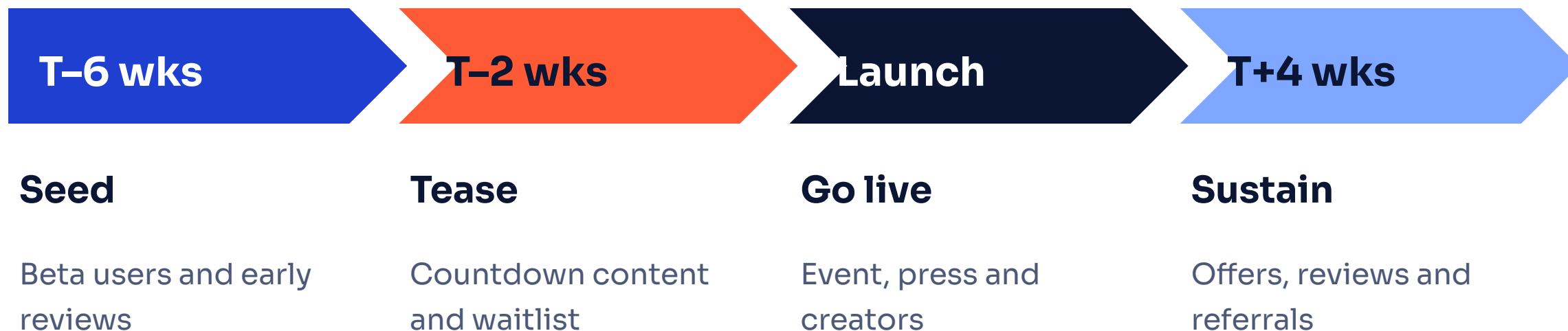
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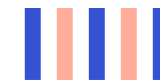
Aura Buds Pro

- Ready in minutes
- Built for this audience
- Simple, honest pricing

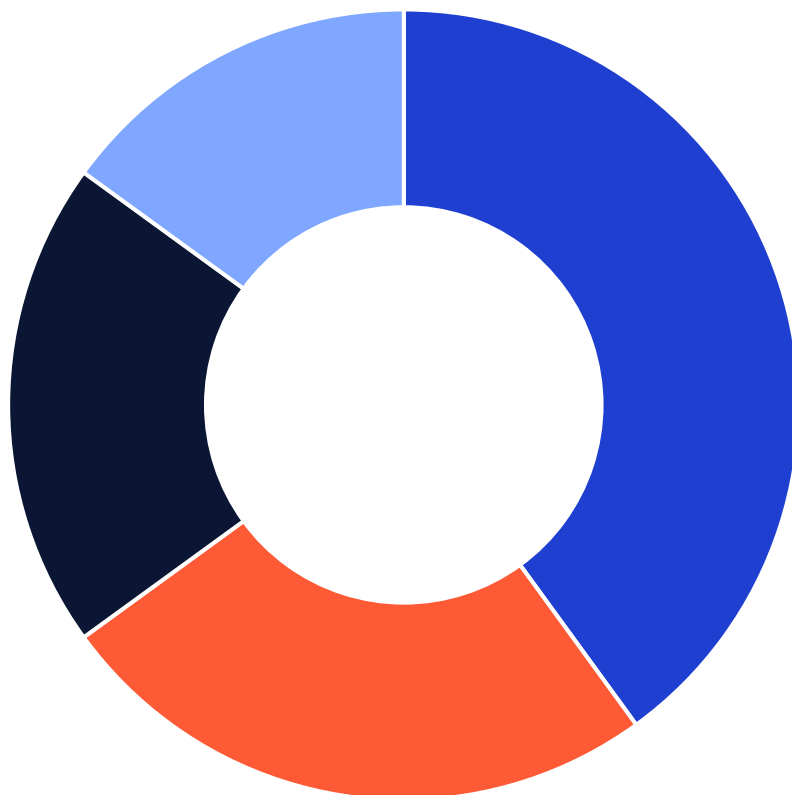


Launch timeline



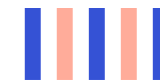


Launch budget



- **40%** Digital ads
- **25%** Creators
- **20%** Launch event
- **15%** PR & content

Sample data for illustration.



Campaign visuals



Image 1

Hero film

30-second launch video



Image 2

Social kit

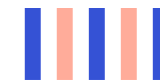
Posts, stories and reels



Image 3

Retail

Shelf and display materials



What success looks like

50K

sign-ups in 30 days

4.5★

average review

20%

trial-to-paid
conversion

Targets, not results.

Ready for launch

Questions, ideas, last-minute checks?

Product & Marketing team