

PRODUCT LAUNCH

Aura Buds Pro

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

15 August 2026 · Product & Marketing · Go-to-market plan





Agenda

O1

Product

O2

Audience

O3

Launch plan

O4

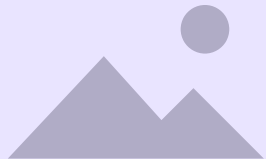
Success

KEY IDEA

**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

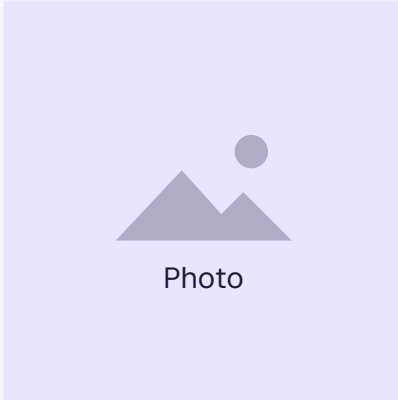
Six microphones tuned for noisy streets.

03

Game mode

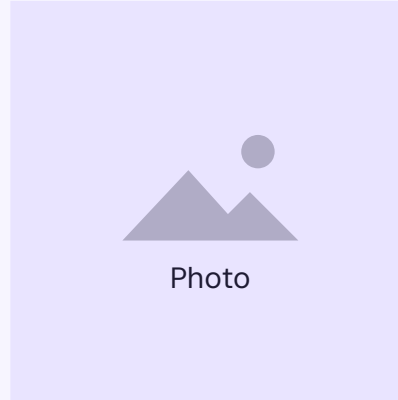
Low latency for mobile gaming.

Who it is for



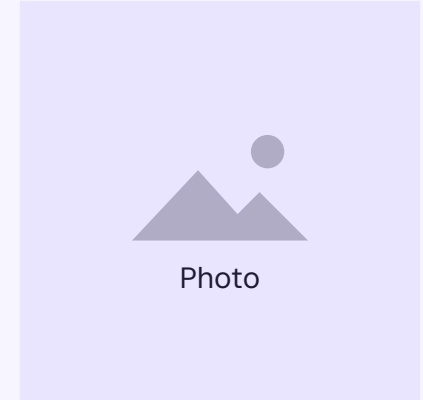
Rohan, 21
STUDENT GAMER

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

Aura Buds Pro

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

Launch timeline

T-6 wks

Seed

Beta users and early reviews

Launch

Go live

Event, press and creators

T-2 wks

Tease

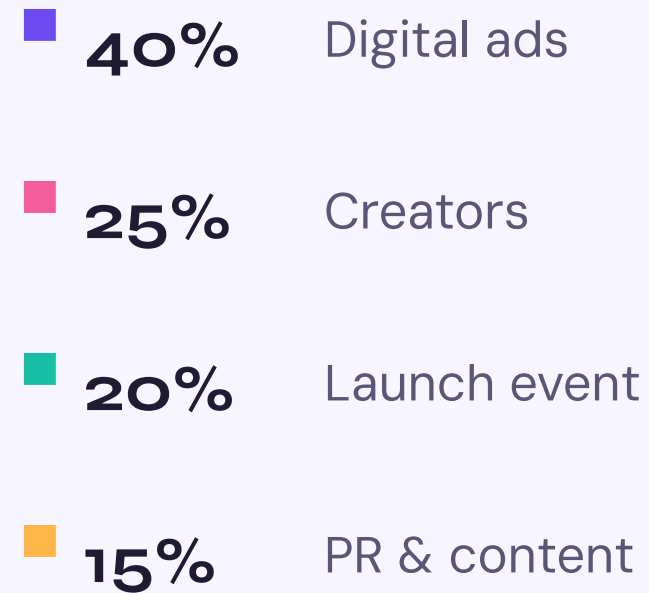
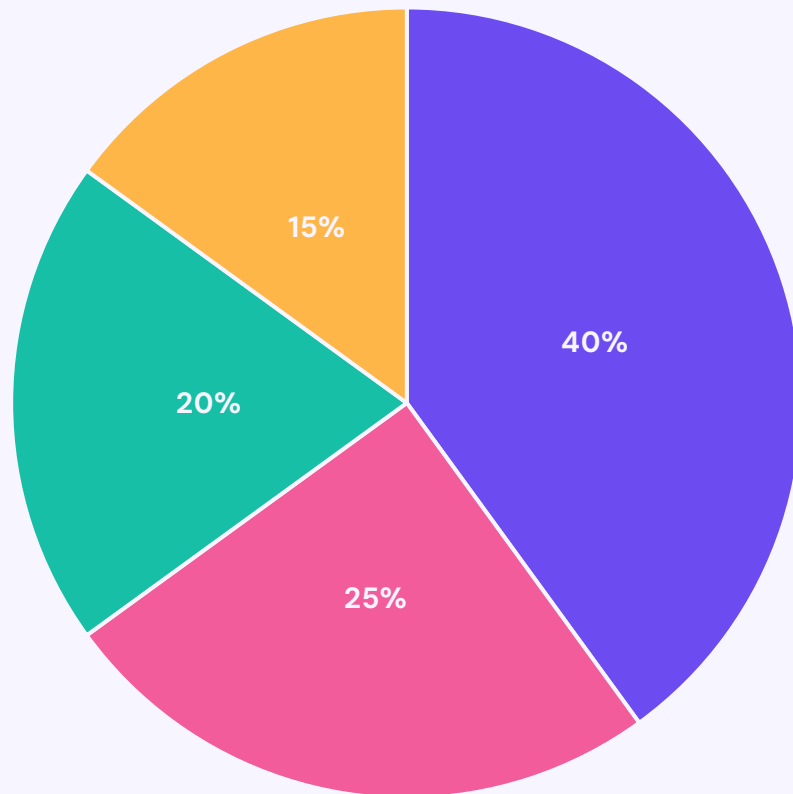
Countdown content and waitlist

T+4 wks

Sustain

Offers, reviews and referrals

Launch budget



Sample data for illustration.

Campaign visuals

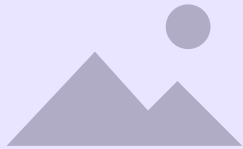


Image 1

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.

Risks and mitigations

- Stock-outs: buffer inventory at two warehouses
- Support load: extra shifts in launch week
- Negative reviews: rapid-response team
- Delays: weekly go/no-go checkpoints



Image



Ready for launch

Questions, ideas, last-minute checks?

Product & Marketing team