

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



CONTENTS

Agenda

01

Product

02

Audience

03

Launch plan

04

Success



PRODUCT

01



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

The promise

PRODUCT

Meet Aura Buds Pro

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.



Product hero shot

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.

AUDIENCE

02

AUDIENCE

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

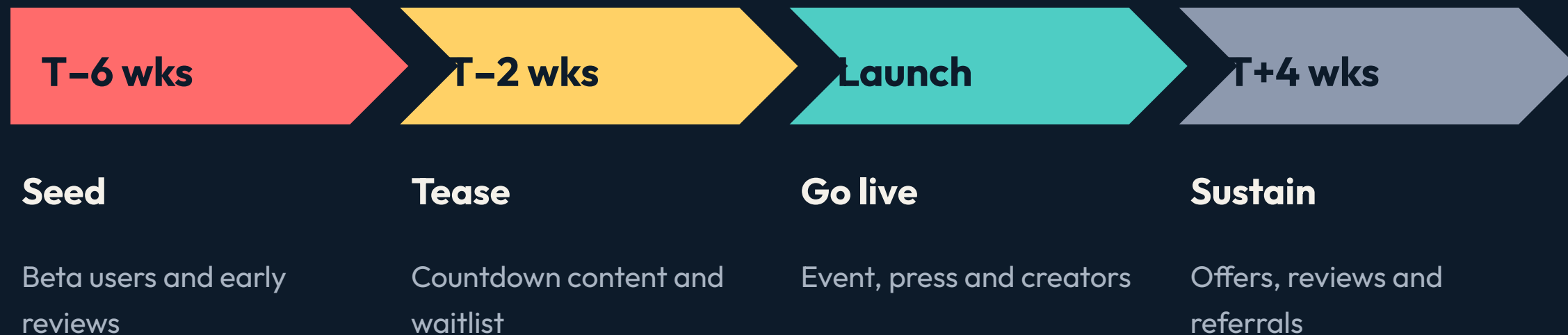
- Ready in minutes
- Built for this audience
- Simple, honest pricing

LAUNCH PLAN

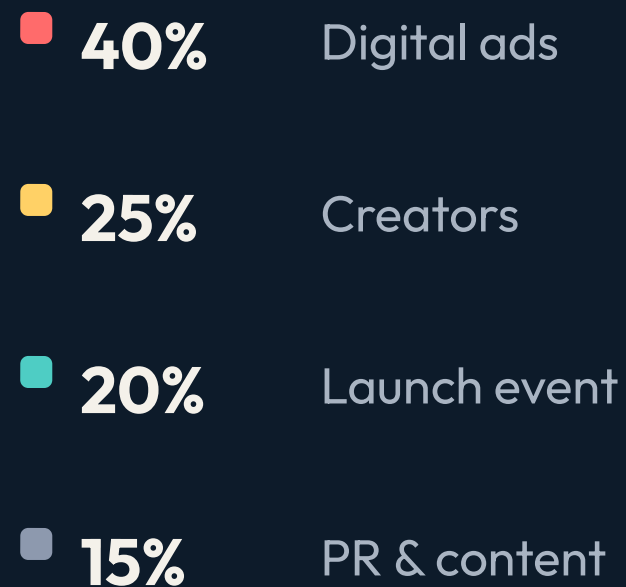
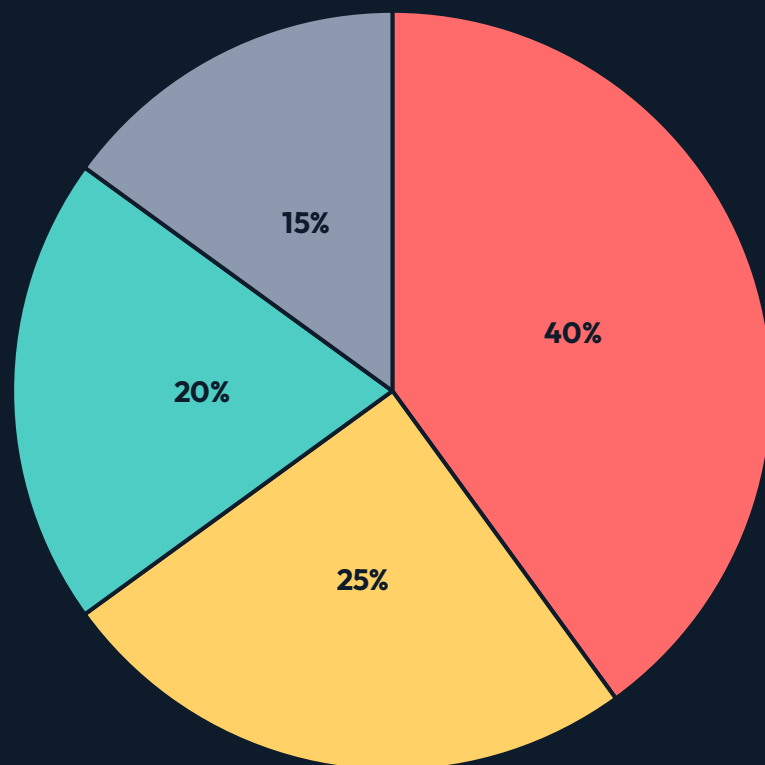
03

LAUNCH PLAN

Launch timeline



Launch budget



Sample data for illustration.

CREATIVE

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



SUCCESS

04

SUCCESS

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

Ready for launch

Questions, ideas, last-minute checks?

Product & Marketing team

