

Rover X Community Blind Box



The Urgent Situation Of Community Connectivity

In 2023, community connectivity in the UK faces several challenges, including a decline in social interactions and community engagement, worsened by the aftermath of the COVID-19 pandemic and ongoing economic pressures. This can be reflected in the following aspects.

1. Declining Local Participation:

Fewer people are participating in volunteer work or local decision-making, with involvement in community activities dropping from 14% to 7% according to NCVO (2023). This decline highlights barriers such as busy work lives, economic pressures, and a lack of awareness about engaging in local governance.

3. Social Isolation:

Many people, particularly older adults and low-income groups, report feelings of social isolation due to a reduction in local social activities and community programs. This issue has been exacerbated by reduced local government funding for community initiatives and social services (Goodthingsfoundation, 2024).



2. Digital Divide:

The shift toward digital communication is creating a digital divide, leaving those without reliable internet access or digital skills disconnected from online services like local government updates and health resources. Notably, 20% of adults in the UK lack basic digital skills (ONS, 2023).

4. Reduced Physical Community Spaces:

Community centers, libraries, and local meeting places have faced closures due to austerity measures and funding cuts. This has left fewer spaces for people to gather and interact, contributing to a sense of disconnection in many urban and rural areas (McRae, Glover, and Westwater, 2022).

Product Concept

Community Blind Box provides community services to consumers in the form of blind boxes, including several community services such as pet sitting, gardening and handyman tasks. Customers purchase a surprise blind box. Then the platform will according to the customer positioning, assign personnel to provide random community services in the vicinity



◆ Classification

It operates similarly to a subscription service or one-off booking, where users receive a randomized service package from vetted local providers.

◆ Features

It offers a blind box format, where users receive a surprise service, making the mundane task of booking local services more fun. The providers are pre-vetted, ensuring reliability and trust, with services like cleaning, pet care, or gardening tailored to user preferences

◆ Benefits

By using trusted, pre-vetted local providers, Rover's blind box service ensures safety and reliability, giving customers peace of mind. The surprise element adds fun and keeps the experience fresh. This service strikes a balance between convenience in managing essential tasks and the excitement of trying something new and unexpected.



The Brand Connection

Rover, a well-established platform known for its trustworthiness and convenience in connecting users with pet care services, has built a solid brand around reliability and community. The platform's core values of convenience, trust, and local engagement align perfectly with the introduction of its community blind box service.

This new service would expand Rover's reach by offering localized, surprise-based services like home cleaning, pet care, or gardening, while maintaining the brand's focus on trusted local providers. By leveraging Rover's existing user base and reputation for high-quality service, the blind box offering can be marketed as a fun, cost-effective way for consumers to meet their daily needs while continuing to trust the platform they've grown familiar with.

S-T-P Model

Segmentation

Demographic

Age: 18-40 years old

Income: Mid-income, generally discretionary spenders who enjoy experiential purchases

Location: Urban areas where digital services and novel experiences are more prevalent

Psychographic

Personality: Curious, easy going

Behavioral: They frequently use digital platforms for daily needs.

Targeting

Blind Box Enthusiasts: Who are attracted to the blind box format for its novelty and excitement. They are tech-savvy and enjoy participating in new trends and digital experiences.

Busy professionals and families: Individuals with demanding jobs and limited time, who are looking for convenient and affordable services such as pet sitting, home maintenance, and other household support.

Positioning

- It offers support for those in need and volunteering opportunities, while also strengthening community ties.
- The unique blind box format adds excitement by providing unexpected but essential services like pet care, home maintenance, and gardening.

(Kotler & Keller, 2016)

Evaluation of the segments

Blind Box Enthusiasts

- **Market Size:** The global subscription box market is projected to grow to \$65 billion by 2027, with a CAGR of 18.3% (ONS, 2021).
- **Growth Potential:** The segment is rapidly expanding among younger urban consumers who value personalization and surprise.
- **Competition:** The UK blind box market has moderate competition, led by players like Pop Mart, which expanded into Western markets in 2023, leveraging the collector craze from social media (Sneha, 2024). There is low direct competition for blind boxes centered on local services or community content, providing a unique selling point.
- **Barriers to Entry:** Low entry barriers enable easy establishment of subscription services on e-commerce platforms, but ongoing innovation is essential to maintain consumer interest.
- **Profitability:** Enthusiasts pay a premium for unique, limited-edition content, leading to high profit margins and repeat purchases for rare items.

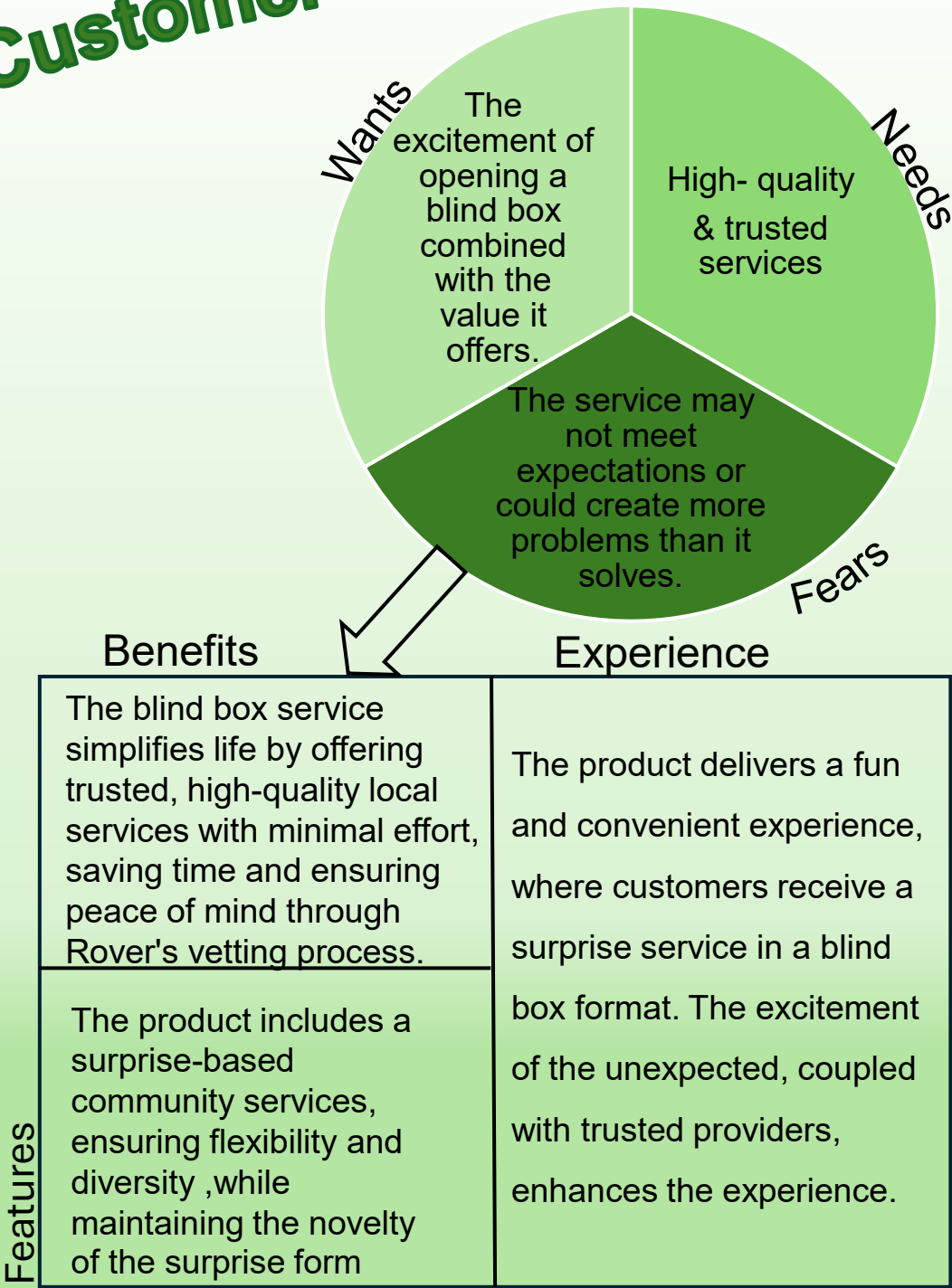
Busy professionals and families

- **Market Size:** According to Kemp (2023), digital platforms for booking services are a dominant trend among UK professionals, who prefer online options for their convenience and time-saving benefits.
- **Growth Potential:** Demand for quick, convenient services is growing as professionals seek to balance work and personal responsibilities, driving multi-tasking solutions for fast-paced lifestyles.
- **Competition:** Service-based blind boxes have lower competition than product markets, with some overlap from TaskRabbit and Handy, offering unique differentiation opportunities.
- **Barriers to Entry:** There are moderate barriers to entry due to the logistical coordination required for physical services like pet sitting and home maintenance.
- **Profitability:** Services for busy professionals typically have higher prices, leading to steady recurring revenue through subscriptions or packages.

Company objectives and resources

- Rover’s main goal is to diversify its service portfolio by expanding into local community services through the blind box format. This would allow Rover to meet the rising demand for novelty-based services and reach a broader audience beyond pet care.
- The existing scalable digital platform can support the new product with minimal adjustments, allowing for seamless integration of community services into Rover’s app. This allows for cost-effective scaling of the new product.
- Rover’s existing network and expertise in vetting trusted service providers gives it a significant advantage in launching a blind box service with high reliability and user trust.
- Rover’s marketing capabilities, built on its strong reputation for trust and convenience, will allow it to launch and promote the blind box service to a large existing user base, ensuring effective market penetration with lower customer acquisition costs.

Customer Value Proposition



Purchase Motives

Blind Box Enthusiasts (Experience Seekers)

- They view Rover as a brand that provides fun and novelty, aligning with their desire for unique experiences.
- Tired of routine services, they seek fresh options to break the monotony.
- Using this service allows them to project an adventurous image while supporting local communities.
- They aspire to be people who are spontaneous, open to new experiences.
- They aspire to be spontaneous and open to new experiences, often sharing their adventures on social media to reinforce their status as trendsetters.

Busy Professionals and Families

- They trust Rover for reliable, time-saving solutions that fit their busy lives.
- Overwhelmed by work and home responsibilities, they seek ways to free up time.
- Using the service allows them to present themselves as efficient managers who delegate tasks effectively.
- They aspire to be organized individuals who balance work, family, and personal activities seamlessly.
- They are likely to recommend Rover to colleagues and friends as a practical and resourceful solution.

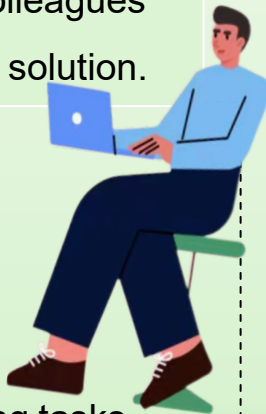
Customer Persona

Lucy

- Age: 26
- Gender: Female
- Occupation: Social Media Manager
- Goal: Wants surprise and excitement in daily tasks.
- Frustration: Bored by repetitive services.
- Motivation: Loves trying new things and enjoys surprises, making the blind box perfect for her.

James

- Age: 34
- Gender: Male
- Occupation: Software Engineer
- Goal: Save time for family by outsourcing tasks.
- Frustration: Can't find reliable local service providers quickly.
- Motivation: Likes the convenience of getting curated services without effort.



Strategic Environment & External Factors

Micro Environment

- Localized service needs are rising due to busy lifestyles and increased pet ownership. In 2022, the UK pet care market was valued at £6.5 billion, driven by the need for flexible care services (Statista, 2023).
- The COVID-19 economic downturn has made consumers more price-sensitive due to economic uncertainties and rising living costs.



Macro Environment

- The UK economy is experiencing inflation and rising living costs, prompting nearly 62% of adults to cut non-essential spending (ONS, 2024).
- Digital platforms for booking services have surged, with 70% of UK consumers preferring apps and online options (Dey-Chowdhury, McAuley, and Walton, 2022).
- The UK home services market is expected to grow at a CAGR of 8.9% from 2024 to 2032, fueled by demand for cleaning, repair, and maintenance services. A focus on energy efficiency and the rise of mobile apps are improving access to these services (CLAIGHT, 2024).

Product Lifecycle

Launch: The blind box service will be coming to Rover to provide surprise-based services.

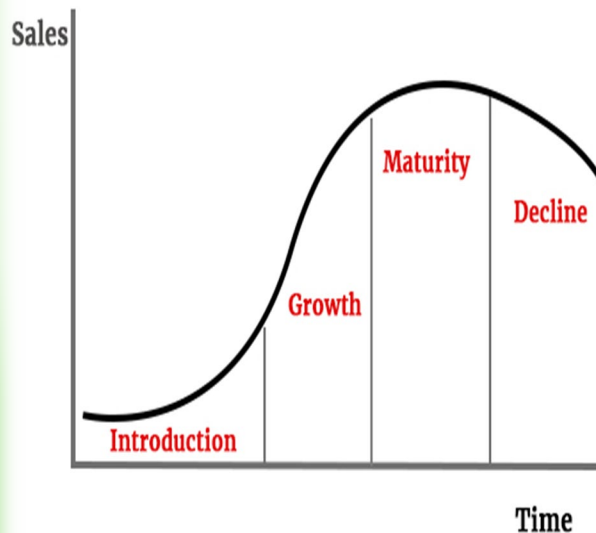
The product will be offering promotional pricing or free trials to get initial user feedback.

Growth: In this stage, more and more diverse options in blind boxes to expand the customer base and increase market penetration.

Maturity: Adding personalized services, data-driven recommendations, and new features to maximize market share and maintain steady growth.

Decline: Consider merging or partnering with other platforms or services providers to stay competitive. And focus on more personalized specialized offerings to retain loyal customers.

Product Life Cycle



PRINCING

Service Tier Pricing

- Basic Tier (£15-£25 per box): Includes simple services like pet sitting or basic cleaning tasks.
- Standard Tier (£30-£50 per box): Offers a combination of services like gardening, pet sitting, and home cleaning.
- Premium Tier (£60-£100 per box): Includes high-value services such as home repairs, deep cleaning, or personalized care services.

Payment Options: Cards payments only (Apple pay & PayPal included) for online.

Add On Prices:

- Priority booking (+£5)
- Specialized services like pet health checkups or premium gardening (+£10-£20)



DISTRIBUTION & LOGISTICS

- Rover would need to establish a network of vetted local service providers across different regions. The blind box model involves distributing services such as pet care, gardening, or cleaning to customers based on their preferences and location.
- Ensuring geographic coverage and having enough providers in various areas ensures service availability and reduces wait times.
- Partnering with local businesses, colleges or freelancers allows for a smoother distribution of services. By collaborating with providers that are located within the customer's area, Rover can ensure that services are delivered efficiently, minimizing the need for long-distance providers and enhancing customer satisfaction.
- Rover's platform would need to have automated scheduling systems that efficiently assign providers to customers based on availability and location. Ensuring real-time scheduling with easy tracking for customers would improve logistics efficiency.
- Optimizing routes and schedules for service providers reduces the logistics cost and ensures timely service delivery.
- Using a centralized platform or app where users can easily book, track, and receive updates the blind box services.

The UK gig economy is rapidly expanding, with platforms like TaskRabbit and Handy playing a significant role in this market. As of 2023, the UK gig economy continues to grow, with approximately 4.4 million people participating in gig work at least once a week (Cockett, 2023).

COMPETITIVE ADVANTAGES

- Rover’s reputation for trusted, reliable services gives it an edge, whereas TaskRabbit and Handy focus more on general task outsourcing.
- Rover offers trusted local providers, ensuring safety and quality, unlike the more variable service levels on TaskRabbit.
- The surprise element in Rover’s service adds fun and engagement, which competitors lack.
- Rover’s pricing is more affordable and bundled, offering better value for money.

Type of gig work (people can be in multiple categories)	Definition	Count	% of gig workers*
Private hire drivers	carried paying passengers in your vehicle (eg taxi rides)	52,898	11%
Food delivery drivers	delivered food and drink from food outlets and restaurants to customers	82,649	18%
Couriers	provided courier services (eg package and postal deliveries)	56,433	12%
Manual personal services	cleaning, decorating, plumbing, electrical work, dog walking or other manual tasks	92,663	20%
Desk-based services	web and software development, writing and translation, accounting, legal and admin services, arts, media and communication services, or similar non-manual tasks	246,417	53%

* People can partake in multiple forms of gig work, therefore the percentages do not sum to 100%.
Source: Estimates from the Labour Force Survey, January–March 2022.

Source: <https://www.cipd.org/uk/views-and-insights/thought-leadership/cipd-voice/uk-gig-economy/>

COMPETITORS

- **TaskRabbit:** The UK gig economy contributes about £20 billion annually, with TaskRabbit capturing a significant share by providing a flexible platform for hiring workers across various tasks. It allows gig workers to set their own rates, benefiting both customers and freelancers.
- **Handy:** Handy holds a more niche share of the UK gig economy than TaskRabbit but still captures a significant portion of the home services market. Its specialized services keep it competitive as demand for reliable, on-demand home services grows, especially in urban centers.

REAN MODEL

Reach - Use paid online display advertising to attract customers to increase and promote the product in the stage of introduction. - The frequency of advertisements should be reduced as they arrive the decline stage - The effectiveness of the advertisements can be seen through the number of views.	Engagement - Content marketing seems to be the most engaging way as it allows consumers to interact through comments, likes and shares. Also, content marketing is conducive to building stable and trusting customer relationships and loyalty. - Spreading the value behind the product and increasing product visualization.
Action Affiliate marketing attracts more traffic to website which helps to increase customer conversions by inviting influencers to make videos of their experience of the blind box service through online platforms such as YouTube, TikTok, and so on during the growth stage.	Nurturing - Buzz marketing can grow the product's awareness through influencers to convey the authenticity and reliability of the service . - UGC incentivize customers to share their experiences by offering discounts for posts showcasing their blind box services.

Marketing Budgets

Online display advertising Introduction: 25% Growth: 30% Maturity: 10% Decline: 5%	Content Marketing Introduction: 25% Growth: 15% Maturity: 5% Decline: 10%
Affiliate marketing Introduction: 15% Growth: 25% Maturity: 30% Decline: 20%	Buzz marketing Introduction: 1% Growth: 5% Maturity: 10% Decline: 15%
UGC Introduction: 10% Growth: 10% Maturity: 15% Decline: 20%	Online video Introduction: 15% Growth: 25% Maturity: 15% Decline: 10%

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