

Ray-Ban Meta Glasses Marketing Strategy

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***Integrity Statement:* We, Ira King and Heaven Yoon, did not collaborate with anyone outside of the names listed on the paper for this take-home final.**

Executive Summary:

Founded in 1937, Ray-Ban has been a staple in the eyewear industry for its timeless, iconic, high-quality glasses. Ray-Ban has recently partnered with Meta to launch the Ray-Ban Meta Glasses, combining fashion-forward eyewear with advanced smart features. This report presents a comprehensive marketing plan for promoting Ray-Ban's Meta Glasses. It examines the current positioning of Ray-Ban Meta Smart Glasses and outlines a strategy for how Ray-Ban should market its glasses to capture mainstream consumer adoption. Within this report, you will find exhibits that provide additional support for the marketing strategy. Although Ray-Ban is a well-known premium brand, it is unclear how much consumers value its technological features. The challenge lies in convincing consumers of the product's capabilities while also maintaining its functional usage as glasses. Two different groups have been identified in which Ray-Ban should market these glasses. This report also highlights how Ray-Ban should enact the 4Ps for these two segments.

Background:

Founded in 1937, Ray-Ban has been a staple in the eyewear industry for eight decades. With many product lines, including sunglasses, aviators, and youth products, the company has built a strong reputation as a luxury brand. With products in stores worldwide, the company achieved revenue of over \$8.5 billion in 2025. Despite this success, however, the company remains determined to expand into new markets. To do this, the company has decided to partner with Meta to release a new line of smart glasses. Meta has similar products, including Meta Quest Headsets and Oakley Meta Glasses. This experience has made Meta a prime partner for Ray-Ban. To achieve its goal of expanding its market, the company must follow a concise marketing strategy that leverages its strengths and targets the 4 Ps of marketing. This paper outlines the steps that Ray-Ban should take to successfully launch its Meta Smart Glasses.

Competitor Analysis:

For Ray-Ban to successfully launch its new smart glasses, the company must first understand its key competitors in the market. Products in this market include Amazon Echo Frames, XREAL Glasses, Virtue Luma, and Bose Frames. Each of these products positions itself differently and offers different benefits to the consumer. For example, the Amazon Echo Frames offer seamless voice activation and voice assistance through Alexa. XREAL Glasses provide an AR experience comparable to that of a VR headset, at an affordable price. Virtue Luma, on the other hand, offers an experience targeted towards gamers, allowing them to connect devices such as phones and tablets to play games at high resolutions. Finally, Bose Smart Glasses provide users with a high-quality sound experience, consistent with their luxury sound branding.

Value proposition:

Based on data gathered from the competitor analysis, Ray-Ban has a clear value proposition that it can use to leverage its strengths. Many of the aforementioned competitors leverage features such as voice assistance, AR experiences, gaming features, high-quality sound, and affordable prices. However, Ray-Ban offers consumers unique features, including a seamless high-quality camera, a sleek and natural design, and advanced AI capabilities. These features enable consumers to use the Meta Glasses for extended periods, capture moments as they happen without needing to find a phone, and receive instant assistance for almost any issue. Furthermore, many of the smart glasses currently on the market are bulky and difficult to disguise as regular glasses. The Ray-Ban Meta Glasses, on the other hand, are designed by an established eyewear brand and feature a sleek yet conventional look.

Based on these features and benefits to the consumer, the company has the opportunity to stand out in the industry. Coupled with the company's legacy as a luxury brand, it has the ability to leverage its existing customer base and industry experience to create a unique value proposition for its products. Ray-Ban's current value proposition revolves around the high-quality, iconic, timeless style. The value proposition for the Ray-Ban Meta Glasses should highlight that they are luxury smart glasses designed for technologically savvy individuals who want to simplify and capture their everyday adventures while maintaining the iconic high-quality style. The company should also back this statement up with evidence. This evidence can include reviews, user-generated content, and testimonials from customers who have experience with the company's conventional glasses.

Segmentation:

Before launching their new product, it is crucial for the company to understand its target market. This can be accomplished by careful segmentation. To assist the company with this task, we have successfully segmented the market, using the company's strengths to determine the best target audience. The key goal of segmentation is to divide the larger market into subsets and to understand what the consumer is willing to trade off. The method that our marketing team took to develop the company's segments was a convenience segmentation approach. This approach enabled us to describe the segments we identified and make them actionable. Additionally, this segmentation approach enabled us to focus on macro-level identifiers, given the limited availability of analytical data.

Based on the product's value proposition, we have identified several key segments that could benefit the company. These segments include tech-savvy young professionals, young gamers, content creators, and travelers/adventurers (Exhibit 1). The first segment, comprising tech-savvy young professionals, would include individuals in the 20- to 35-year-old age range. These individuals would appreciate the product's stylish design, as well as its productivity features, such as seamless AI assistance. Another segment that would be interested in this product would be young gamers, as they possess the necessary technological experience and are drawn to the features it offers. Additionally, this segment could be reached through Meta's existing VR headsets.

Content creators would be another beneficial segment for the company to focus on. These individuals have a high demand for hands-free content creation devices such as this product. Additionally, the high-quality 3K camera would prove beneficial for content creation. Finally, travelers and adventurers can benefit from this product, as they often need to quickly capture moments from their travels without having to search for a camera or phone. Each segment behaves differently based on the features that the product provides and the preferences of each segment. Furthermore, each segment provides the company with a unique way to reach them, making all segments worthy of consideration by Ray-Ban. Each of these segments could be beneficial to Ray-Ban. However, our team has decided that the company should initially target only two of these segments. Despite selecting two segments to target, as the company grows, the other segments mentioned above should also be considered.

Targeting:

The primary segment that Ray-Ban Meta Glasses should target is young, savvy tech individuals. Young, savvy tech enthusiasts, aged 20 to 35, are an ideal target for Ray-Ban Meta Glasses, as they exhibit characteristics that align with the glasses' value proposition. Their combination of lifestyle, disposable income, and early tech adoption makes them an ideal target. In fact, 48% of current wearable tech owners are aged between 18 to 34 years old. Being comprised mainly of Millennials and Gen Z, they actively seek convenience, innovation, and connected experiences, making them natural early adopters of wearable devices and smart technology. Additionally, their social media engagement amplifies trends, allowing them to influence peers and drive broader adoption. Exhibit 2 shows that 85% of 25–34-year-olds have engaged with AI or advanced technology, and this age group also demonstrates the highest interest in smart glasses, making Ray-Ban Meta Glasses a perfect product to target this group. The young tech-savvy individual is also likely to be the first in their social group to adopt new technology. In the U.S., 22% of consumers are classified as early adopters, over 70% of whom are Millennials or Gen Z. Beyond

adoption, the Ray-Ban brand is particularly appealing to these consumers, as they are trend-conscious and value stylish, premium products. Young, tech-savvy individuals can use the glasses for hands-free productivity, accessing AI assistants, notifications, and digital tools while commuting or moving throughout their day. The blend of style and functionality perfectly matches the lifestyle preferences of young, tech-savvy individuals.

The other segment that Ray-Ban should target with its glasses is content creators. Content creators often overlap with young, tech-savvy individuals, but not all individuals are content creators. The age and demographics of content creators can vary, making this a trickier group to target. Today, almost anybody can become a content creator for any topic/hobby. While content creators are also tech-savvy, their motivation for using Ray-Ban Meta glasses would differ from that of a young, tech-savvy non-content creator. For creators, the glasses are not just a gadget but a tool for monetization, helping them attract sponsorships and brand partnerships through higher-quality, shareable content. The value lies in its camera function and quality. Ray-Ban Meta Glasses would be a perfect tool for creators to grow their personal brand and create more engaging content for their audiences. The Ray-Ban Meta Glasses would be an investment that allows them to diversify their content creation media, which could help them grow. In addition, content creators tend to travel frequently as part of their lifestyle, whether for work, events, or lifestyle vlogging, making the recording and hands-free capture features of the Ray-Ban Meta Glasses particularly useful to them.

Positioning:

As previously mentioned, the Ray-Ban Meta Glasses have unique features and benefits that set them apart from their competitors. These features include the sleek and natural design, advanced AI assistance, and the seamless high-quality camera. The positioning strategy for the product should be made to reflect these unique benefits. However, the positioning strategy should also be tailored to match the needs of the targeted segments.

To achieve this, the company should tailor its presentation to appeal to the specific market segments it has selected. To appeal to the young, tech-savvy target segment, the company should leverage its product's sleek and stylish design, as well as the seamless AI assistance. As mentioned previously, this segment is trend-conscious. Many individuals in this segment will base their choice of product on its physical appearance. This provides the company with the opportunity to market this feature against other competitors. Additionally, the hands-free AI feature should be leveraged. This should include both the AI call functionality and the AI assistance. Both of these features target this group's experience with AI as well as their need for hands-free digital tools.

The target segment of content creators must also be included in the product's positioning for a successful marketing campaign. To do this, the company should position its camera as the camera for smart glasses on the market. Due to the content creators' frequent use of cameras for capturing content, positioning the company's camera as the best on the market would enable it to quickly reach this audience. Similar to the young tech-savvy segment, content creators will also value style. Because they are constantly uploading content visible to a large audience, wearing glasses with a stylish appeal will have a significant influence on their decision. By positioning the product to meet the needs of this target segment, the company will also better align itself to

capitalize on the social proof generated by user-generated content from content creators (Exhibit 3).

Presentation of the 4 Ps

Product:

Much of the Tangible product for the Ray-Ban Meta Glasses is set in stone. However, our team recommends that the company alter the augmented product. To help capture the two target audiences selected, the company should add tutorials, warranties, and 24/7 customer support. These services will help build on the benefits mentioned in the value proposition above, as well as the needs that these benefits address for the consumer. The Tangible Product includes the Ray-Ban brand as well as the quality and features that the company brings to the product. Due to the company's strong brand image and focus on quality, the Tangible product should remain the same. Overall, the Ray-Ban product should utilize its main physical features to bring value to its target segments and to differentiate itself from its competitors.

Promotion:

To successfully promote the product, the company needs to communicate clear targets and to inform consumers about the product's existence, benefits, and availability. To communicate this, the company can utilize influencer and creator marketing. Because one of the main segments that the company will be targeting the company should use the content that these creators produce to market their product. This form of marketing will help the company to communicate with customers during the affective stage, helping to bring a desire to purchase the product. Additionally, the company should reach out to influencers, offering them discounts and free trials. This can help the company reach potential consumers in the behavior stage. This will be an ideal way for the company to reach both content creators and young tech-savvy consumers. The company should also capitalize on its partnership with Meta. This should include ads through the Meta Quest headsets and discounts on purchased Quest headsets. This will also help to reach younger tech-savvy individuals. Discounts should also be run through the purchase of Ray-Ban glasses. These ads, delivered through Quest devices, will reach consumers at the cognitive stage, bringing awareness to the product. Finally,

Price:

The product price currently varies by model, ranging from \$299 to \$459 USD. Newer generations are priced higher as they offer more features and better capabilities compared to their previous generation. Given that Ray-Ban has a premium brand image, the pricing is justified. While it is priced higher than most competitors, Ray-Ban offers the most complete feature set in the category, which makes its pricing highly competitive relative to alternatives. With discounts also available, the current price point is already well-justified. Ray-Ban also distributes these glasses through various retailers, including Target, Best Buy, and Sunglasses Hut, ensuring a non-limited supply. Initial reviews suggest that although the price feels high at first glance, owners report strong satisfaction with the value they receive from Meta Glasses. As a result, we suggest only making minor price adjustments and offering more regular promotional discounts.

Place:

Despite being a premium brand, Ray-Ban should not shy away and limit supply to create exclusivity and FOMO. Due to the nature of the product, Ray-Ban should strive to be available everywhere. As mentioned earlier, Ray-Ban currently distributes its products through various types of retailers, including Target and Sunglasses Hut. These products are also available online through the retailers' e-commerce websites. Many of these retailers allow consumers to try on the glasses before making a purchase. Ray-Ban Meta Glasses does a great job of offering the product in many places where it will be seen. Ray-Ban should consider incorporating its products into more events, such as tech expos or fashion events. Consumers attend these events expecting some exposure to products. For example, anyone attending a tech expo will expect to see a smart glasses booth available. While the exposure is nice, having physical products available in these niche settings will allow for even more consumers to test and buy a pair.

Appendix

Exhibit 1.) Ray-Ban Meta Glasses Segmentation

Segment	Description	Key Needs/Motivations	Product Features / Appeal	Notes / Strategy
Tech-Savvy Young Professionals	Individuals aged 20–35	Stylish design, productivity, seamless tech integration	AI assistance, hands-free features, modern Ray-Ban style	High early adoption potential; focus on professional and lifestyle use
Young Gamers	Tech-experienced individuals	Comfort with advanced technology; interest in innovative features	Integration with Meta ecosystem; familiarity through VR headsets	Can be reached via Meta VR channels; tech-savvy segment ensures easier adoption
Content Creators	Individuals creating digital content	Hands-free filming; high-quality footage, and portability	3K camera; instant capture; POV filming	Strong fit for content creation needs; frequent usage can boost visibility
Travelers/Adventurers	People who frequently travel or explore	Quick capture; portability, and durability	Hands-free capture; instant photo/video Ideal for	Ideal for lifestyle/adventure marketing; convenient for spontaneous moments

Exhibit 2.) **Young Savvy Tech Individuals Group**

Metric / Insight	Finding / Statistic	Source
Age group most interested in smart glasses	25–34 years old (≈30% of considerers)	Techopedia (link)
Prior tech engagement	85% have used AI tools or advanced tech	Techopedia
Early adopter influence	29% likely to be first in social circle to try new tech (vs 6% general population)	Techopedia
Wearable device ownership	48% of wearable tech owners are 18–34 years old	Nielsen (link)
Early adopter behavioral patterns	22% of U.S. adults classified as early adopters; 70% of them are Millennials/Gen Z	YouGov (link)
Implication for smart glasses	Younger, tech-savvy professionals are highly likely to adopt wearables early and influence wider market	Derived from above sources

Exhibit 3: Content Creators using Ray-Ban Meta Glasses

The screenshot displays a social media feed with the following content:

Tab	Video Title	Creator	Engagement	Date
Top	Meta Rayban Smart Glasses TUTORIAL	thesigma...	475	10-9
Users	they're actually so ...	ting...	232.5K	2023-12-8
Videos	My thoughts on the Ray-Ban Meta Glasses	biggyz_21	5142	7-6
LIVE	POV: Using Meta Ray-Bans at work	cb.finds	4746	4d ago
	Honestly I'm about ...	robertken...	14K	4-20
	Rayban Meta Gen 1 Still	theghous...	427	11-23
	Meta just put a scre...	techfowler	195.1K	10-6
	NEW I Bought The ...	jamesf...	594	2d ago
	@Dramerhussain is...	pureortho...	51	5-26
	might need to use t...	kristinek...	405.9K	10-21
	Ray-Ban Meta Glas...	top.ratedp...	297	9-19
	Should you upgrad...	davisfa...	155	6d ago
	A game changer ...	itsnickosia	1141	5-16
	Are they worth the ...	isaacmad...	32.7K	10-7
	Honest Review	itsjorgeant...	2123	3-1
	POV w/ @Ray-Ban ...	arth...	3314	2024-2-17
	might need to use t...	kristinek...	405.9K	10-21
	A game changer ...	itsnickosia	1141	5-16
	Honest Review			
	THESE			

Exhibit 4) **Creator Marketing Impact for Ray-Ban Meta Glasses (2020–2025)**

Metric / Insight	Key Observation	Notes
Creator Count Growth	Sharp increase in creators talking about Ray-Ban Meta Glasses from 2023 to 2025	Creator mentions were flat from 2020 to 2023 but surged in 2024–2025, indicating renewed momentum tied to the glasses.
Post Count Trends	Posts about both Ray-Ban and Ray-Ban Meta Glasses significantly increased	Ray-Ban’s post count had been declining pre-2023 but rebounded with the Ray-Ban Meta product impact.
Engagement Levels	Engagements for Ray-Ban Meta Glasses nearly matched Ray-Ban’s entire previous totals	The product reshaped overall engagement for the Ray-Ban brand on social media.
Impressions Growth	Impressions grew around 5× for Ray-Ban and around 6.6× for Ray-Ban Meta Glasses from 2023 to 2024	Indicates a dramatic rise in visibility tied to creator content.
Platform Distribution	Impressions are strong across Instagram, TikTok, and YouTube	Ray-Ban Meta content skews slightly more toward TikTok, but overall distribution is broad and balanced.
New Creator Contribution	Around 4.9k new creators, which generated significant market value	New creators generated lots of estimated marker value
Content Style Insights	High-impact content features authentic, experiential moments	Creators highlighted real-life usage—travel, social moments, daily life—making the product relatable and engaging.

Data courtesy of: [CreatorIQ](#)

Exhibit 5) Comparison between Ray-Ban and its Competitors

Product	Approx. Price	Category / Key Features	What It Lacks / Limitations
Ray-Ban Meta Wayfarer Gen 2	~\$459	Camera + Meta AI + open-ear audio + classic style	Limited battery (4–6 hrs); no AR display; Meta AI limited to supported platforms; privacy concerns w/ indicators
Ray-Ban Meta (lower-price versions)	~\$247–\$265	Smart camera + audio	Fewer smart features than Gen 2; no AR display; shorter battery life
Solos AirGo 3	~\$249	AI assistant–focused; lightweight; voice tools	No camera/video; limited AR features; voice-first rather than visual content
RayNeo Air 3s Pro XR	~\$299	XR display; micro-OLED	Weak or no camera; middling audio; not creator-focused
RayNeo Air 3s XR	~\$269	AR/XR visual display	No advanced AI or camera; display-centric
Vue Lite 2 Smart Glasses	~\$479	Audio-first everyday smart glasses	Minimal advanced smart features; no camera; lower smart usability
AI Smart Glasses (budget)	~\$80	Basic AI + Bluetooth	No camera; very limited performance; minimal smart functions
KUMI Meta V1 Smart Glasses	~\$40	Ultra-budget Bluetooth features	No camera; no advanced AI; extremely basic feature set
XREAL One AR Glasses	~\$399–\$499	AR display; large spatial visuals	No camera; not optimized for everyday AI or recording
XREAL Air 2 Pro AR	~\$299–\$789	High-quality AR display; digital overlay	No camera; limited AI assistant functionality
VITURE Luma Pro XR	~\$449–\$499	Sharp 152" AR virtual display	Bulky; heavier; camera/AI not core focus

VITURE Luma XR	~\$399–\$549	Immersive micro-OLED AR	No built-in camera; no social content features
VITURE Luma Ultra XR	~\$599–\$634	Premium AR w/ depth cameras	Focused on virtual display, not everyday capture
Amazon Echo Frames (2nd Gen)	~\$100–\$315	Alexa hands-free audio; voice assistant	No camera or video; limited non-Alexa ecosystem
Bose Frames Alto	~\$39–\$185	High-quality open-ear audio	No camera; minimal smart ecosystem; no AR or AI
Bose Frames Rondo	~\$148–\$185	Bluetooth audio; calls + music	No camera/video; not AR/AI oriented