**Marketing Research / Case Study: Short Report**
Analyse a case study: ‘Hubble Contact Lenses: Data Driven Direct-to-Consumer Marketing’ (PDF provided). Based on the information provided in the case, plus research, please:

1. Conduct a situation analysis for Hubble Contact Lenses and discuss which strategic planning they should prioritise the following decisions in the short term.
2. Product line extension.
3. Move beyond the direct-to-consumer (DTC) approach, such as opening its own flagship stores, selling via a wholesale model through retailers, or creating a reseller option for opticians.
4. International expansion.
5. Suppose Hubble decided to expand their business to the Australian market. Among owned, earned, and paid media in DTC marketing (refer to Exhibit 9), which media would be your primary venue for the Australian market? Provide reasons.

Fine to use theory as well as secondary data – e.g., a report published by the government, or a report released for consultation – to form critical discussions and support any arguments made in the report.

Make sure sources are credited (in-text, Harvard style preferred).

You are free to include an appendix (optional). Again, note that the appendix and references don’t form part of the 700-word target. Just trying to keep this tight and concise so it’s not TLDR.

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Suggestions for sources – just ideas:

* Harvard Business Review
* Sloan Management Review
* Electronic Commerce Research
* Journal of Interactive Marketing
* Business Horizons
* International Journal of Electronic Business Management
* International Journal of Internet Marketing and Advertising (IJIMA)
* Journal of Database Marketing & Customer Strategy Management
* Sydney Morning Herald – Technology section
* The Australian Financial Review
* Chaffey, D., and Ellis-Chadwick, F., 2022. Digital marketing: strategy, implementation and practice (8th ed.), Pearson Education, Harlow, Essex.
* Raj Sachdev, 2023. Digital Marketing (1st ed.), McGraw Hill Education.
* [PDF provided:] Kannan (2017) Digital marketing: A framework, review and research agenda.
* [PDF provided:] Porter (2008) The five competitive forces that shape strategy.
* [PDF provided:] Saura (2017) Understanding the digital marketing environment with KPIs and web analytics.
* [PDF provided:] Varadarajan (2010) Strategic marketing and marketing strategy: domain, definition, fundamental issues and foundational premises.