Suan Sunandha International School of Art
Suan Sunandha Rajabhat University

Marketing and Promotion

August 2018

Outline of the course

- Definition of Marketing
- Classification of Marketing
- Market Segmentation, Market target and Market Positioning
- Marketing Strategies
- Branding
- International Business
- Digital Marketing
- Marketing plan
- Marketing Research
- Business Plan Fundamental

Evoluation of Marketing

- "**Concept of Marketing"**
- Industrial Revolution (C18-C19) 1760-1850 It was a time of rapid social change motivated by innovations in the scientific and technological industries.
- Mass production created many industries engaged in the same endeavor to serve the needs of a growing consumer market.
- The infrastructure for transportation as well as mass media
- It created a need for producers to find better ways to develop products customers needed and a more sophisticated approach to informing them about these commodities.

Early C 20: Increase competition

- Early twentieth century to the late 1940s competition in the business world became intense.
- The need to increase selling by using marketing techniques became an essential part of being competitive. The ability to develop a brand and appropriately market it grown in value.
- The competition also drove the need to increase production outputs and market shares within all industries. Marketing began to emphasize distribution methods as well as types of consumer communication.
- The goal soon became to persuade consumers the goods and services provided by one company were better than those of another company offering the same thing.

1960s: Marketing business

- The markets in many industries became saturated with competition. The need to get and keep customers now required specialists in the area of direct marketing.
- This is a time when companies began dedicating entire areas of their business for the sole purpose of marketing a company's products or services.
- This was when marketing management developed the sophistication necessary to be an essential part of business success.
- Marketing managers began to be involved with strategic planning. Their input was important for determining the cost, the methods used to communicate information about products and services to consumers and more.

1990s: Strategic Branding

- A product or service was created and instantly a brand was developed.
- Companies began to realize they could focus on selling more high-quality products and build a better brand for them.
- This resulted in companies experiencing an improvement in their margins, but also expanded their reputation.
- It also increased the awareness of the brand they had created. Some companies with a private label were able to improve their market share by more than 49 percent.

1990s: Internet Marketing

- With the evolution of the web, websites started being an essential tool for commercialization. During the late 1990s, simple company websites that were text-based began to flourish. They were initially utilized to provide information about a company's products or services.

Present: SEO/Blog Marketing

- Within the past 25 years, the importance of using the web and search engines for marketing has increased dramatically. To provide the best quality results, search engines changed their algorithms. The goal was to validate referring sites to ensure the quality of results provided by the search engine.
- The modern blog developed as an online diary. Individuals would provide daily accounts of their personal lives. During the late 1990s, blogs became an important part of marketing.
- In 1999, there were approximately 23 active blogs. It is estimated that there are currently over 150 million active blogs.

MARKETING CONCEPT ERA

- Product era
- Selling era
- Marketing era
- Value era
- Service dominant logic era
- Online marketing era

CHAPTER I: WHAT IS MARKETING?

DEFINITION OF MARKETING

Marketing

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

(profit organization/nonprofit /government /individuals)

Social Marketing:

Marketing conducted to achieve certain social objectives can be done by government agencies, nonprofit organization, religious organizations

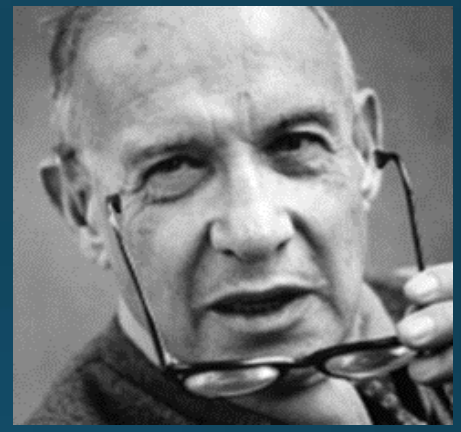
PRODUCT VALUE

Value varies from customer to customer based on each customer's needs.

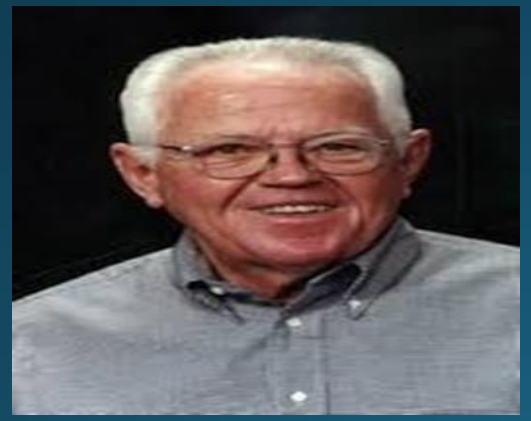
Marketing Guru

Prof. Michael Porter

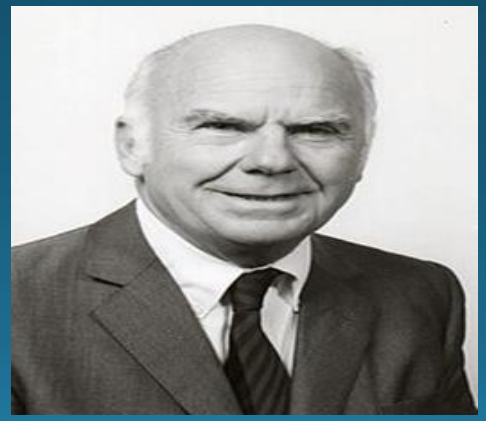
Prof. Dr. Philip Kotler



Prof. Dr. Peter Drucker

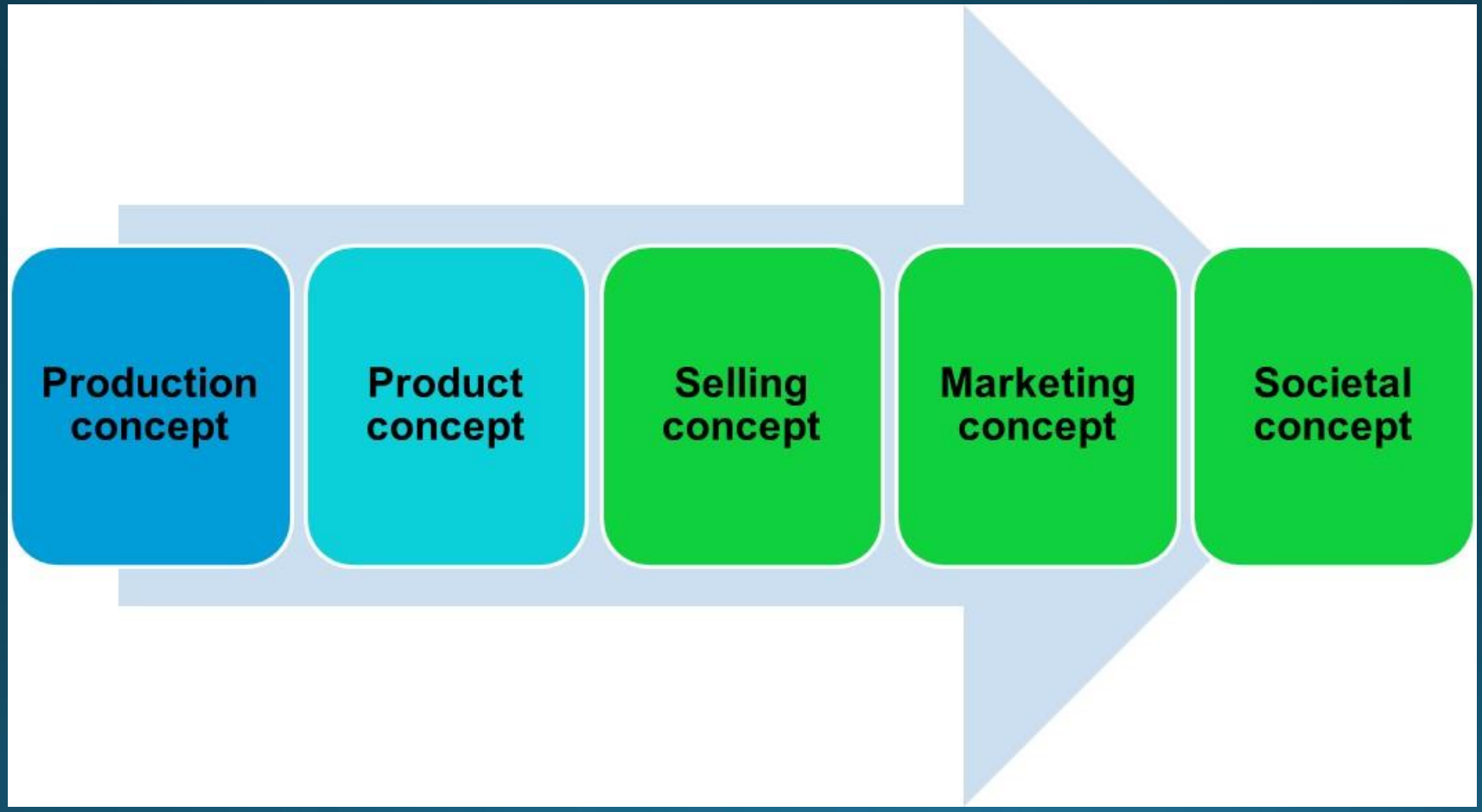


Prof. Dr. Jerome McCarthy



Prof. Dr Albert Humphrey

Designing a Customer-Driven Marketing Strategy



CHAPTER II: CLASSIFICATIN OF MARKETING

Classification of Market

- Domestic market
- International Market
- Consumer market
- Business market
- Government Market
- Global market
- Film Market

CONSUMER BEHAVIOUR

WHY THEY BUY ?

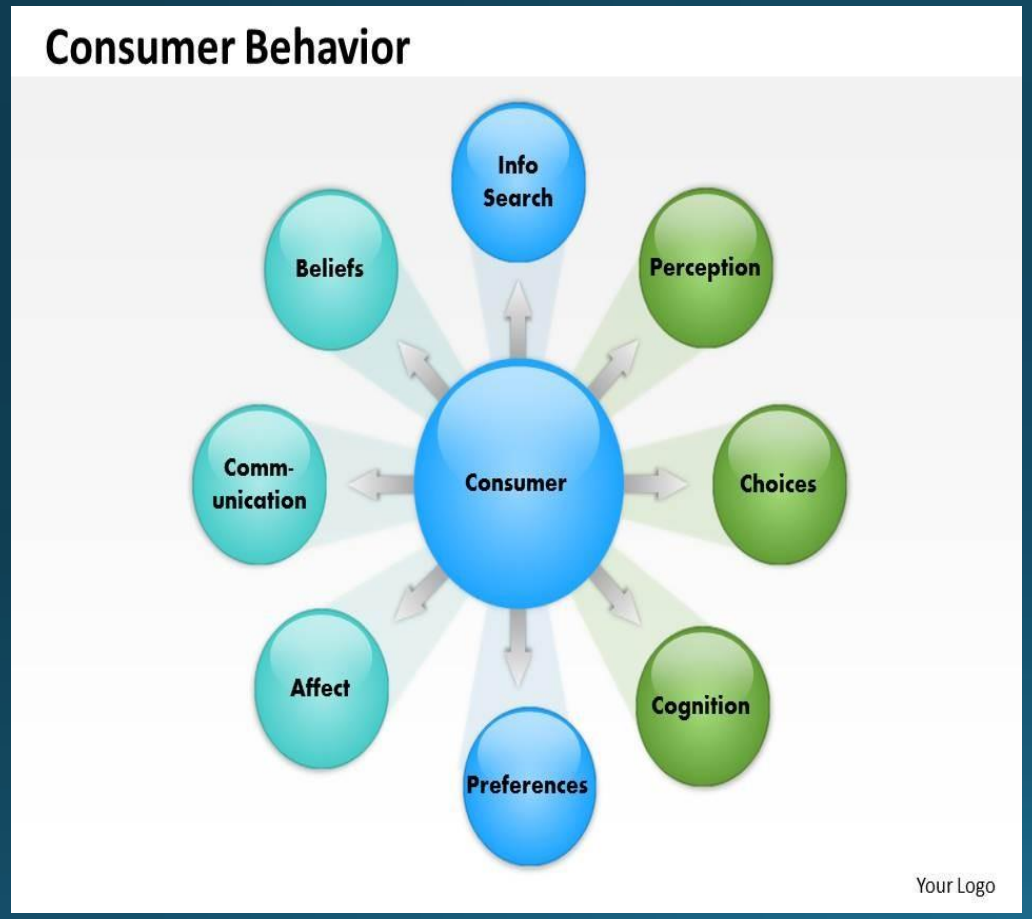
WHAT THEY BUY?

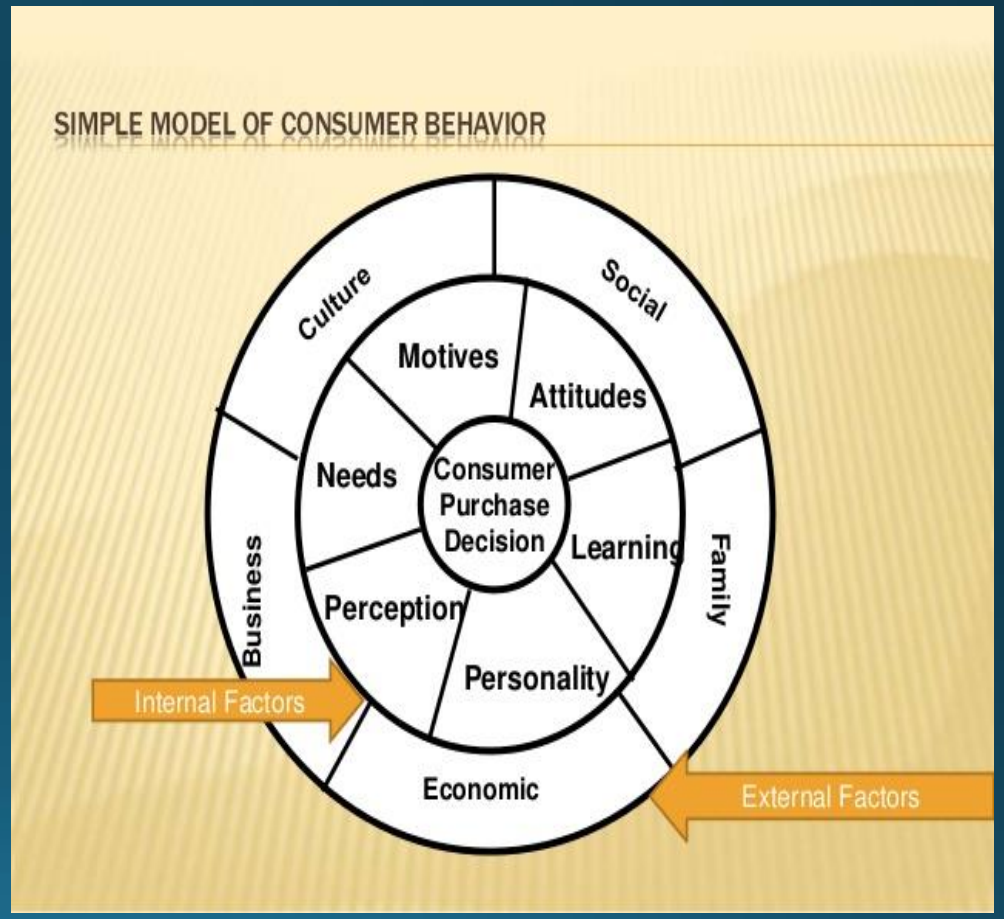
WHO BUYS?

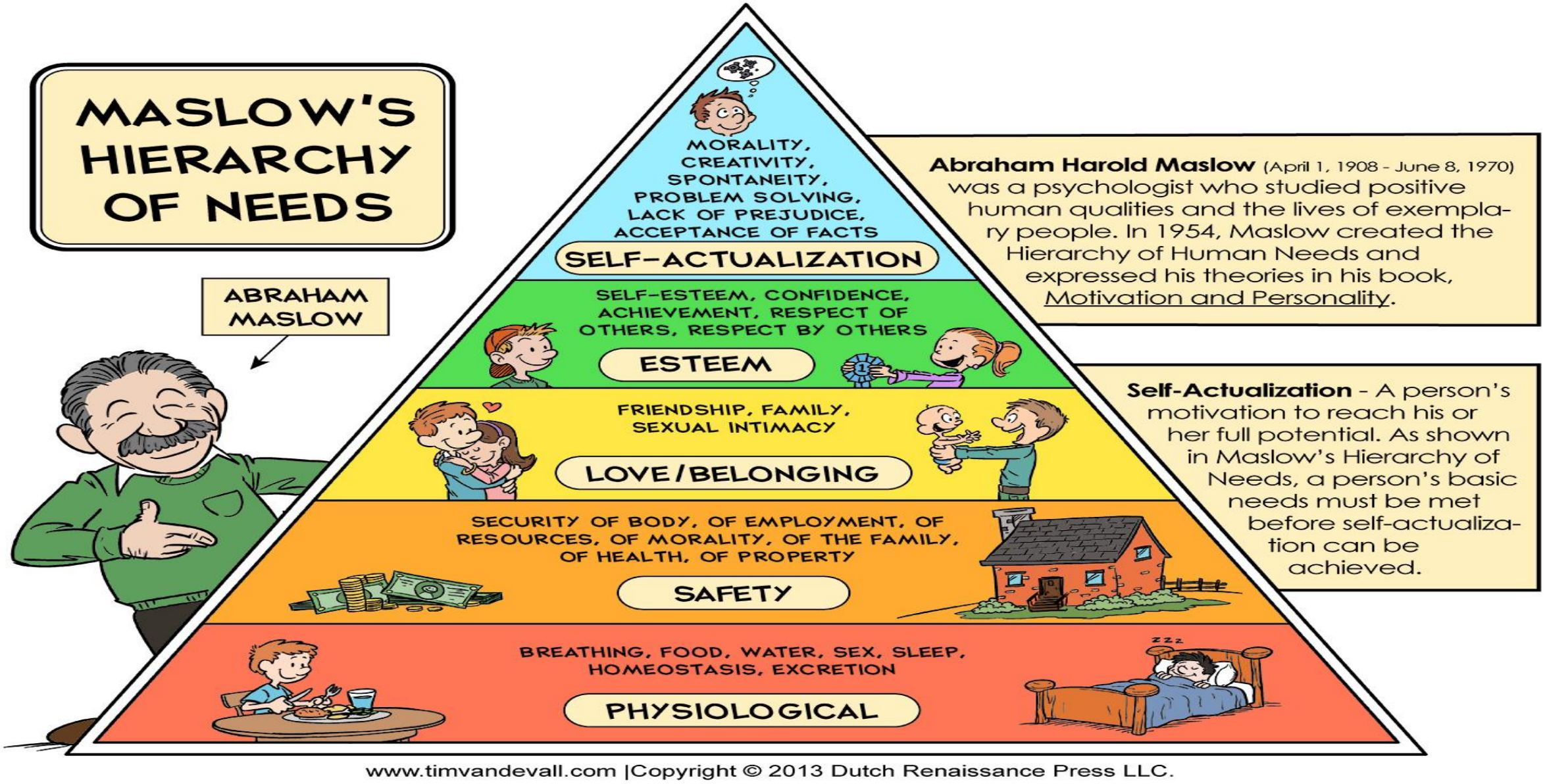
WHEN DO THEY BUY?

WHERE AND HOW THEY BUY?

CONSUMER BEHAVIORS






MASLOW'S HIERARCHY OF NEEDS
ABRAHAM MASLOW
MORALITY, CREATIVITY, SPONTANEITY, PROBLEM SOLVING, LACK OF PREJUDICE, ACCEPTANCE OF FACTS
SELF-ACTUALIZATION
SELF-ESTEEM, CONFIDENCE, ACHIEVEMENT, RESPECT OF OTHERS, RESPECT BY OTHERS
ESTEEM
FRIENDSHIP, FAMILY, SEXUAL INTIMACY
LOVE/BELONGING
SECURITY OF BODY, OF EMPLOYMENT, OF RESOURCES, OF MORALITY, OF THE FAMILY, OF HEALTH, OF PROPERTY
SAFETY
BREATHING, FOOD, WATER, SEX, SLEEP, HOMEOSTASIS, EXCRETION
PHYSIOLOGICAL
Abraham Harold Maslow (April 1, 1908 - June 8, 1970) was a psychologist who studied positive human qualities and the lives of exemplary people. In 1954, Maslow created the Hierarchy of Human Needs and expressed his theories in his book, Motivation and Personality.
Self-Actualization - A person's motivation to reach his or her full potential. As shown in Maslow's Hierarchy of Needs, a person's basic needs must be met before self-actualization can be achieved.
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Major social classes and their dominant characteristics and buying behavior patterns

Social class	Distinguishing characteristics	Dominant consumption patterns
Upper Upper	Elite of society, aristocrats, or top industrialists, inherited wealth; well known family background; spend money lavishly but in discreet, conservative taste.	Spend on property, homes, best education for children, frequent foreign vacations, antiques, jewellery, custom made cars
Lower Upper	Top professionals, businessman who have earned rather than inherited money, style and taste is conspicuous and flamboyant, they seek professions which will reflect their status	Spend on large homes with flashy and expensive décor, best education for children, imported cars, latest household gadgets, 5-star hotels.
Upper Middle	Professional careerists coming from middle class values of respectable buying conformity, emphasis is on good education, style is gracious & careful.	Spend on buying quality products, irrespective of the category of product it is quality which is the most important feature, color TV, VCR, Maruti car are some of the products associated with this class.
Lower Middle	White collar workers such as office workers, small businessman, traders, value neatness and cleanliness and want their home and professions to reflect this	Spend a great deal of time shopping around for best bargain, they buy refrigerator, B/W TV, scooter, motor cycle etc
Upper Lower	Poorly educated, semi- skilled factory workers, they comprise the largest social class segment. Their major motivation is security, purchase decision, often impulsive about exhibits a high degree of brand loyalty	B/W TV, gas stove, ceiling or table fan are bought but largely on hire purchase basis, if available
Lower Lower	Often uneducated, at the bottom of the society and working as unskilled labor , live from day to day basis with little planning for future.	Buy only the basic necessities of life usually buy loose and unbranded products have no comprehension and value of brands.

Integrated marketing

Emails

Advertising

Merchandising

Research

Direct Mail

Surveys

Event Management

Public Relations (PR)

Product Development

Websites

Questionnaires

Branding

Brochures

Sponsorship

Promotions

Personal selling

Chapter III: Marketing Segmentation, Target and Positioning

Customer-Driven Market Analysis

- Market segmentation
- Market targeting
- Differentiation
- Positioning

MARKET SEGMENTATION AND TARGETING

Segmentation:
The process of dividing a market into distinct groups of buyers with different needs, characteristics, or behavior who might require separate products of marketing programs based on demography, geography, social-cultural factors, psychological factors. Allow firms to adjust marketing mix to meet the needs of separate market segments

Targeting:
Involves evaluating each market segment' s attractiveness and selecting one or more segments to enter.

Mass Marketing ตลาดมวลชน

Niche Marketing ตลาดเฉพาะกลุ่ม

Micro Marketing ตลาดย่อยๆ

MARKET SEGMENTATION APPROACHES

GEOGRAPHICAL

- continent
- country
- country region
- city
- density
- climate
- population
- subway station
- city area

DEMOGRAPHIC

- age
- gender
- family size
- occupation
- income
- education
- religion
- race
- nationality

PSYCHOGRAPHIC

- lifestyle
- social class
- AIOs (activity, interest, opinion)
- personal values
- attitudes

BEHAVIORAL

- occasions
- degree of loyalty
- benefits sought
- usage
- buyer readiness stage
- user status

CAR

PRODUCT DIFFERENTIATION AND POSITIONING

Differentiation:
Creating superior customer value by actually differentiating the market offering.

Positioning:
Arranging for a product to occupy a clear, distinctive, and desirable place relative to competing products in the minds of target consumers.

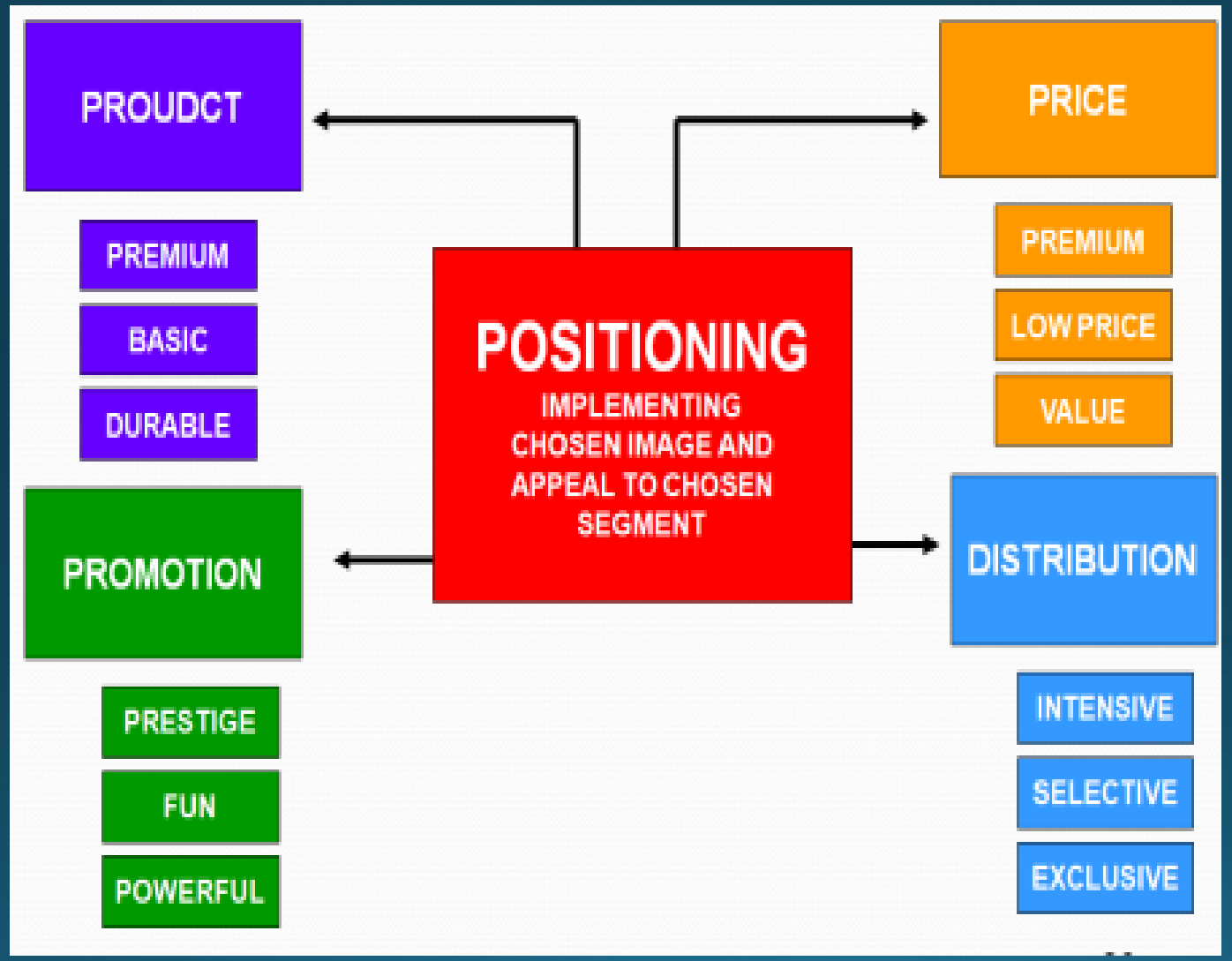
Competitors	Market strategy	Target market	Strength	weakness
RALPH LAUREN	Magazines, technology	Middle&upper segment, youth	Multiplex brand	Lack of first rate design
GUCCI	Limited quantity, endorsement, high price.	Middle&upper, Fashionable groups	Established brand image&international presence	Instability in management& fashion base
PRADA MILANO	Exclusivity, product diversification, pioneers	Middle&upper, Fashionable groups	High prices, brand loyalty, brand quality	High prices, availability

Most wanted brands in 6 Asian countries

		Luxury fashion	Fast fashion	Automobiles	Smartphones, cell phones	Internet services
Overall	**1st**	Gucci *(Italy)*	Zara *(Spain)*	BMW *(Germany)*	Apple *(U.S.)*	Amazon.com *(U.S.)*
	2nd	Chanel *(France)*	H&M *(Sweden)*	Audi *(Germany)*	Samsung Electronics *(South Korea)*	Google *(U.S.)*
	3rd	Louis Vuitton *(France)*	Uniqlo *(Japan)*	Mercedes-Benz *(Germany)*	Sony *(Japan)*	Facebook *(U.S.)*
Top brands by country	**China**	Chanel	Uniqlo	Audi	Apple	Alipay *(China)*
	India	Gucci	Mango *(Spain)*	BMW	Apple	Instagram *(U.S.)*
	Indonesia	Hermes *(France)*	Zara	BMW	Apple	Amazon.com
	Thailand	LV/coach	Uniqlo	Benz	Apple	Google/fb
	Vietnam	Gucci	Zara	BMW	Apple	Google
	Philippines	Louis Vuitton	Zara	BMW	Apple	Amazon.com

Based on consumer survey conducted by The Nikkei

PRODUCT POSITIONING



PRECARIAT: The poorest and most deprived class in Britain. With low levels of economic, cultural and social capital, everyday lives of members of this class are precarious.
TRADITIONAL WORKING CLASS: Contains more older members than other classes but also scores low on all forms of the three capitals. They are not the poorest group.
EMERGENT SERVICE WORKERS: Young and often found in urban areas, this new class has low economic capital but has high levels of 'emerging' cultural capital and high social capital.
TECHNICAL MIDDLE CLASS: A less culturally engaged new class with high economic capital. Small in numbers, they have relatively few social contacts.
NEW AFFLUENT WORKERS: Generally young and active, members have medium levels of economic capital and higher levels of cultural and social capital.
ESTABLISHED MIDDLE CLASS: Not quite elite but members of this class have high levels of all three capitals. They are a gregarious and culturally engaged class.
ELITE: This is the most privileged class in Great Britain who have high levels of all three capitals. Their high amount of economic capital sets them apart from everyone else.

PRODUCT SAMPLES

ZARA'S COMPETITORS

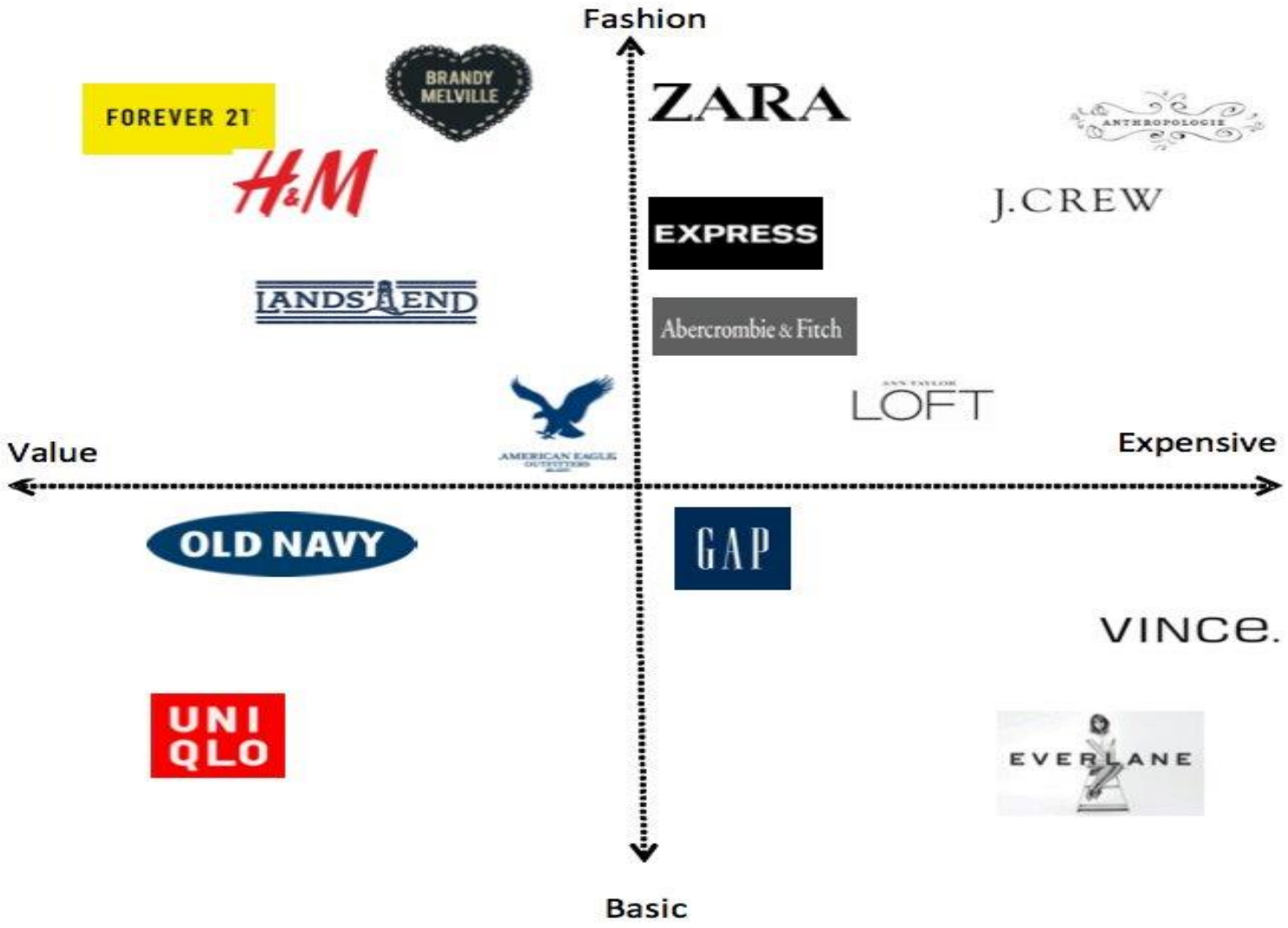
	Gap	H&M	Uniqlo	Zara
Founded	US (1969)	Sweden (1947)	Japan (1984)	Spain (1975)
Product	Smart casual	Fashionable apparel	Casual wear and essentials	Fashionable apparel
Price level	High	Lower than Inditex	Lower than Zara	-
Countries	41	44	12	88
Production	Internalized production, 90% from outside of US	Outsourced all production	Outsourced most of the production	In-house production
Strategies	3 store chains	Engaged in extensive advertising and employed fewer designers	Focus on developing long lasting and high-quality clothing, high production	Vertical Integration
Sales 2014 (Billions US Dollars)	16.14	18.45	13.33	22.04

UNIQLO

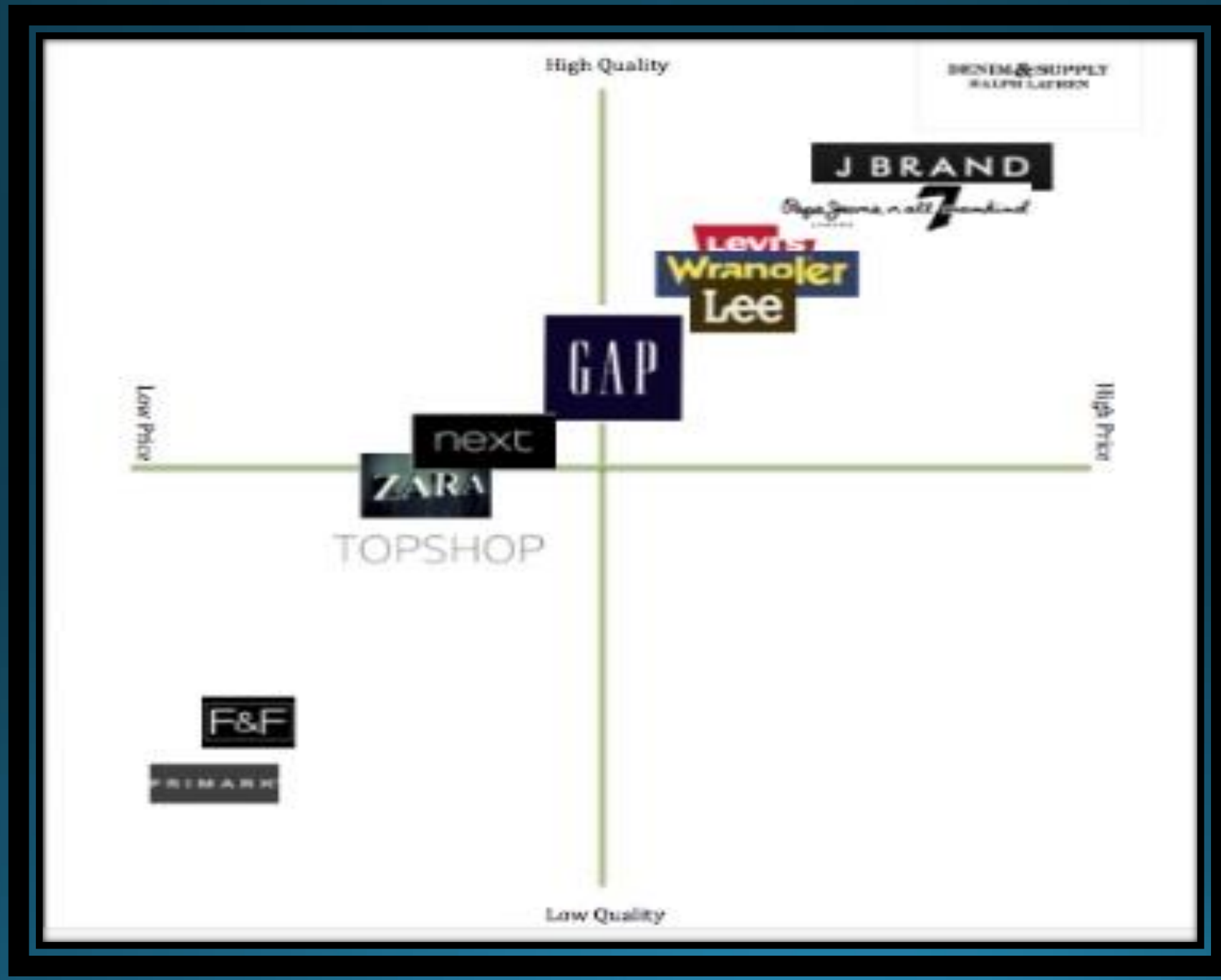
GAP

H&M

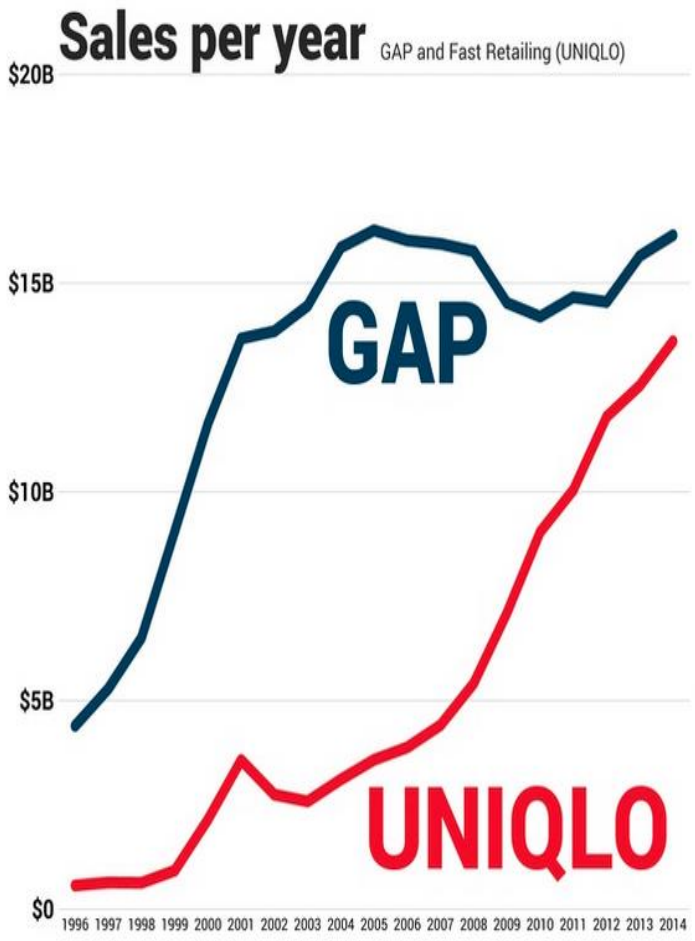
Figure 30: Where does Gap fall in the fashion / value equation?



Source: Company reports and J.P. Morgan estimates.

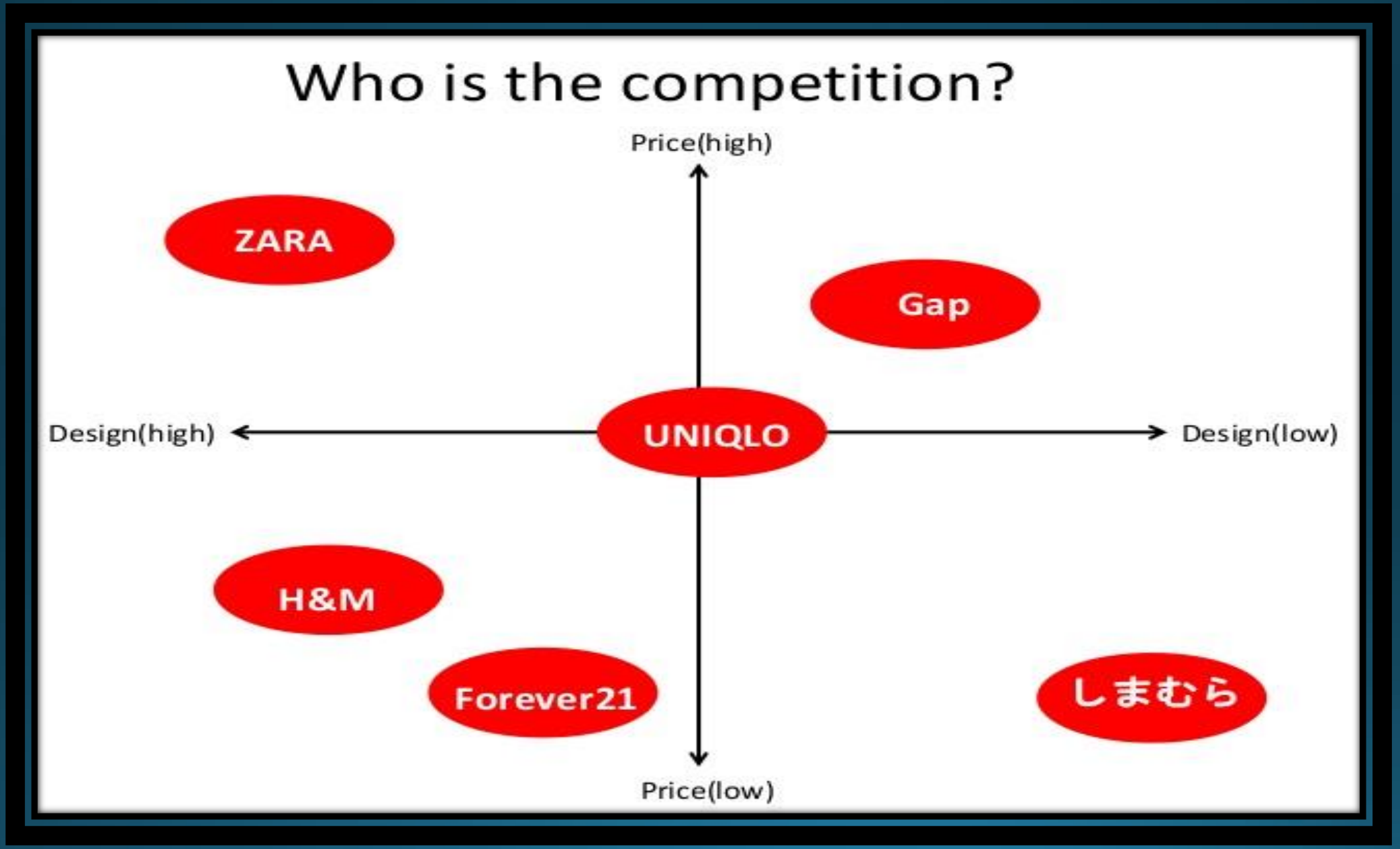

High Quality
J BRAND
Levis
Wranoler
Lee
GAP
next
ZARA
TOPSHOP
F&F
PRIMARK
Low Price
High Price
Low Quality

UNIQLO Is About To Beat GAP In Sales



COMPETITOR: UNIQLO

- Similar position in the market
- Occupy similar competing space in many markets
- Both have great global presence despite originating from different countries
- Uniqlo's advantage: heavy investment in research and development


Who is the competition?
Price(high)
ZARA
Gap
Design(high)
UNIQLO
Design(low)
H&M
Forever21
しまむら
Price(low)

UNIQLO

GAP

H&M

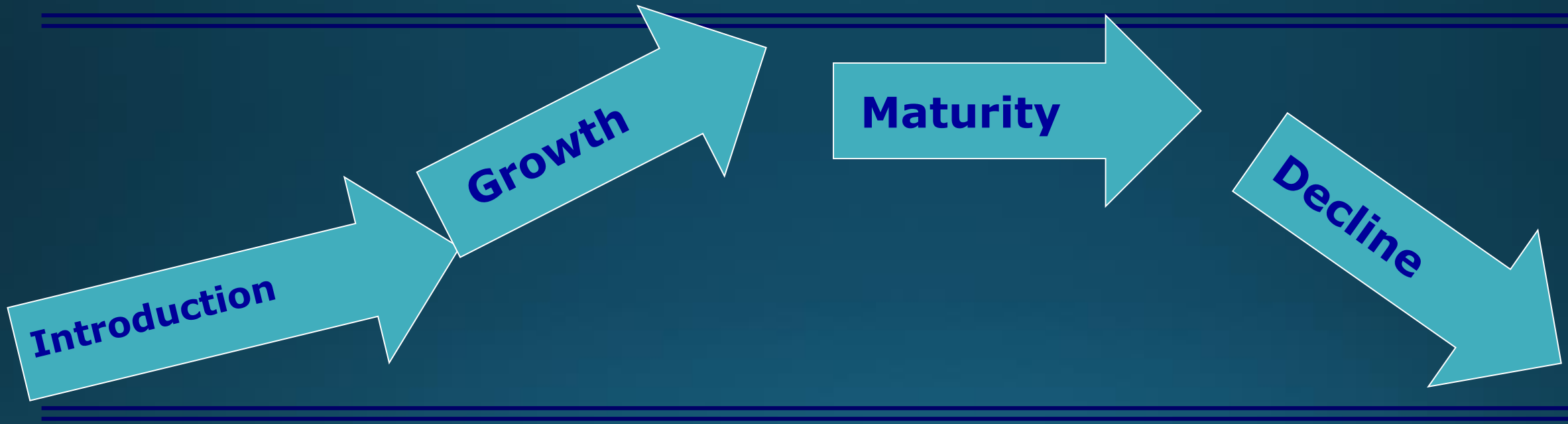
ZARA

	UNIQLO	GAP	H&M	ZARA
HOME COUNTRY (FOUNDING YEAR)	Japan (1984)	United States (1969)	Sweden (1947)	Spain (1975)
WORLDWIDE (U.S. STORES)	1,100 (3)	1,587 (927)	2,352 (234)	1,631 (46)
COUNTRIES	12	41	44	82
CLASSIC DENIM	**Regular-fit straight jeans** $49.90	**1969 real straight jeans** $69.95	**&Sqin Jeans** $39.95	**Classic-fit denim** $59.90
2011 REVENUE	$8.7 billion	$5.7 billion	$15.1 billion	$11.4 billion
PROJECTED 2012 REVENUE	$10 billion	$5.8 billion	$17.2 billion	$13.6 billion
MOST RECENT BAD PR	Accused of violating labor laws by overworking store employees in Taipei	Accused of stealing a **user photo off Flickr** and reprinting it as a T-shirt design	The bulge in **David Beckham's underwear** photos is allegedly Photoshopped	Investigative journalist claims it's using slave labor in Brazil
GROWTH AREAS	Asia	Asia	China, U.S., U.K., Germany	Asia
WEAK SPOTS	Japan	North America	Nordic countries	Spain
DAUGHTERS OF CELEBRITIES WHO HAVE MODELED FOR THE BRAND	**Dakota Johnson** (Melanie Griffith and Don Johnson)	**Liv Tyler** (Steven Tyler and Bebe Buell)	**Jade Jagger** (Mick and Bianca Jagger); Elizabeth Jagger (Mick Jagger and Jerry Hall)	None. Who could be more arresting than anonymous Zara models?
FASHION ICON COLLABORATION GONE BAD	**Jil Sander** left last fall after saying in 2010 that she'd stay on indefinitely.	Sacked design chief—and former Armani star—Patrick Robinson in 2011, after four years of sagging sales	**Karl Lagerfeld** bolted in 2004, blasting H&M for its "snobbery created by anti-snobbery"	None. Who could be more iconic than the faceless Zara design team?
U.S. E-COMMERCE STRATEGY	Rumored to be coming by the end of this year	Keep it humming: Gap.com generated an estimated $1.5 billion worldwide in 2011	Announced; will launch this fall	Came online in fall of 2011
SOCIAL-MEDIA STRATEGY	**Colorful utility apps** (e.g., Wake Up changes alarm music based on day and weather); clever Twitter-based promotions	Embraces almost every trend, from social gifting app Wrapp to a lightly visited Banana Republic Tumblr	Avid use of Instagram to share looks from NBC's *Fashion Star*; the only H&M products for sale online	**Smartphone/tablet app** combines video chat with friends and the ability to shop all new weekly additions to stores

The Product Life Cycle

Chapter III

Product Life Cycle



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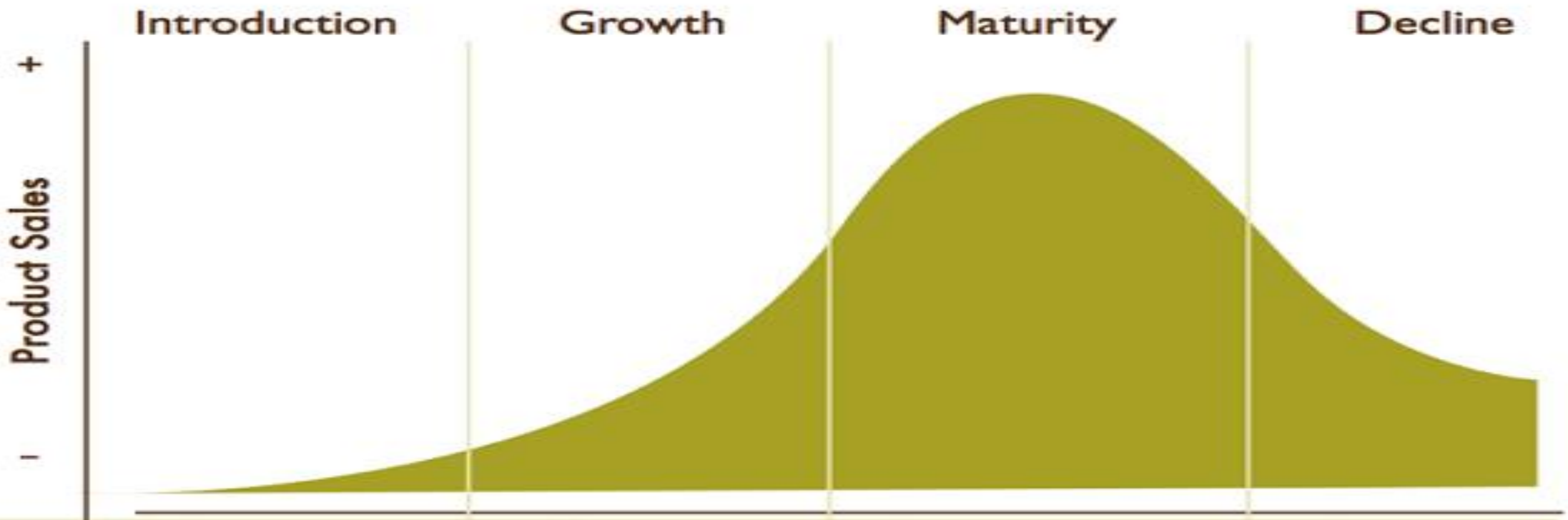
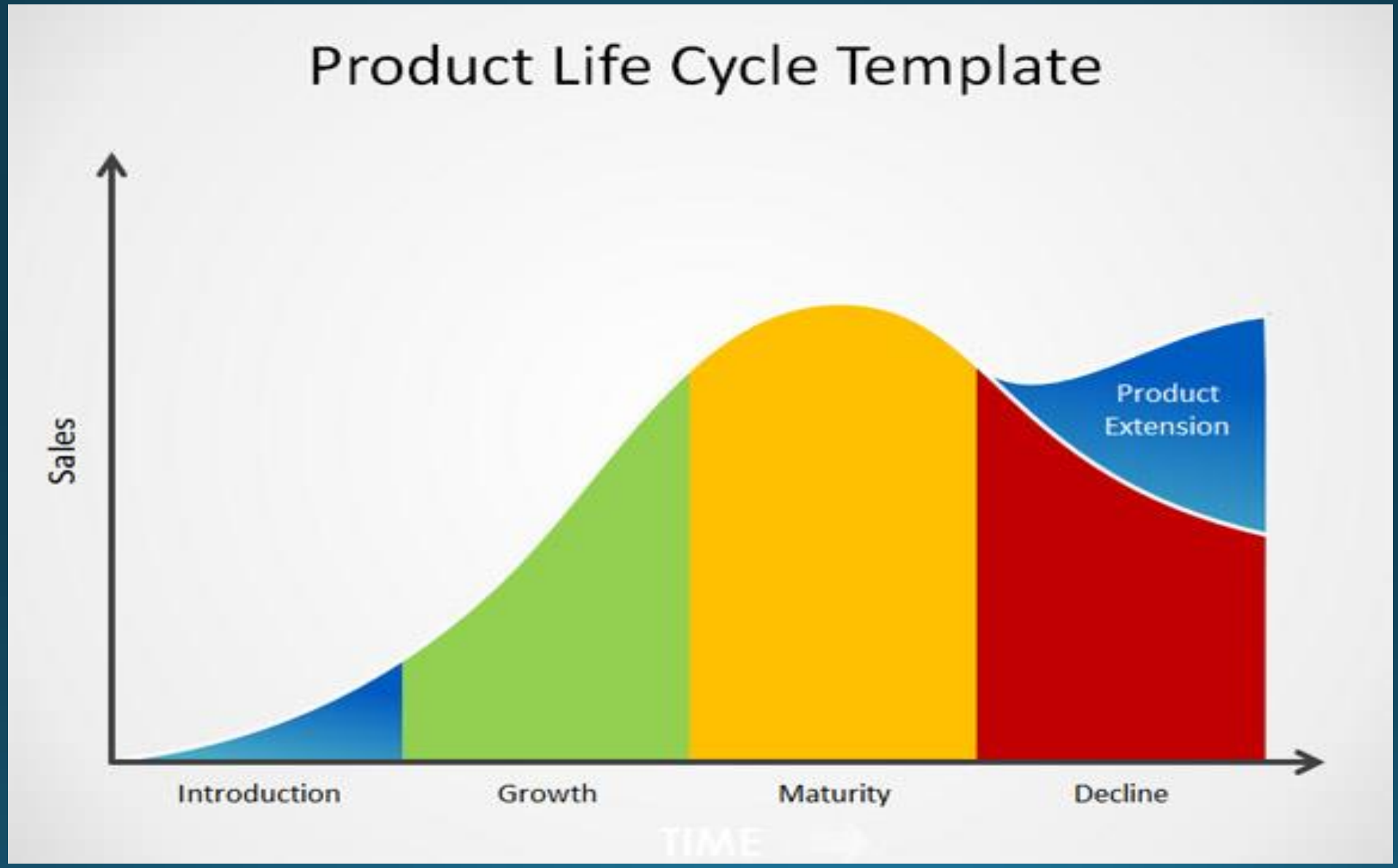


Audience	Early Adopters	Mainstream	Late Adopters	Laggards
Market	Small	Growing	Large	Contracting
Sales	Low	High	Flattening	Moderate
Competition	Low	Moderate	High	Moderate
Business Focus	Awareness	Market Share	Customer Retention	Transition
Design Focus	Tuning	Scaling	Support	Transition

Product Life Cycle Template



Stage 1: Introduction

- **Stage 1: Introduction**
  - Occurs when product first enters marketplace
  - Promoting consumer awareness
  - Getting customers to try new product
  - Millions of dollars spent to educate consumers
  - Major task: getting product in the marketplace

Stage 2: Growth

- **Stage 2: Growth**
  - More competitors enter the marketplace
  - Adding distribution outlets
  - Product improves:
    - adding flavors, features, etc.
  - Improved to stay competitive
  - Sold in more locations

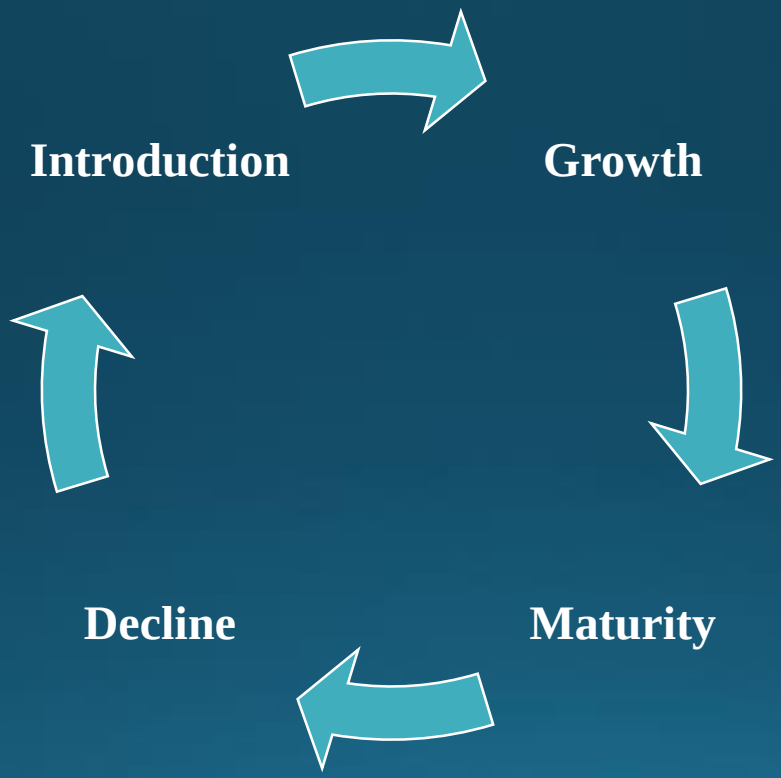
Stage 3: Maturity Stage

- **Stage 3: Maturity Stage**
  - Sales begin to slow down for the product
  - Repeat customers stop buying the product
  - Attracting new buyers is a challenge
  - Product has reached its peak

Stage 4: Decline

- **<u>Stage 4: Decline</u>**
  - Sales and profits drop
  - Little to no marketing support
  - Product may be dropped by company
  - There is no longer a demand for the product

The Product Life Cycle Review



Growth Stage

- Increasing rate of sales
- Entrance of competitors
- Market consolidation
- Initial healthy profits
- Promotion emphasizes brand ads
- Goal is wider distribution
- Prices normally fall
- Development costs are recovered

Introduction Stage

- High failure rates
- Little competition
- Frequent product modification
- Limited distribution
- High marketing and production costs
- Negative profits
- Promotion focuses on awareness and information
- Intensive personal selling to channels

Growth Stage

- Increasing rate of sales
- Entrance of competitors
- Market consolidation
- Initial healthy profits
- Promotion emphasizes brand ads
- Goal is wider distribution
- Prices normally fall
- Development costs are recovered

Manage the Life Cycle

- **Product Modification:**
  - Changing a product's characteristics
    - package, features, appearance, quality
  - Companies market this "new" product to increase sales

- **Market Modification:**
  - Strategy to find new customers
    - Modify the product to create new target market
  - Encourage current customers to use the product more

- **Repositioning:**
  - Change product's image in relation to competitor's image
  - A change in any of the 4 P's (Marketing Mix)

Star Wars Product Life Cycle Example

- Introduction-Star Wars released in 1977
- Growth-More movies made from 1st one
- Maturity-Sales slow after third movie
- Decline-New generation does not care for movies

Marketing Strategies for Product Life Cycle

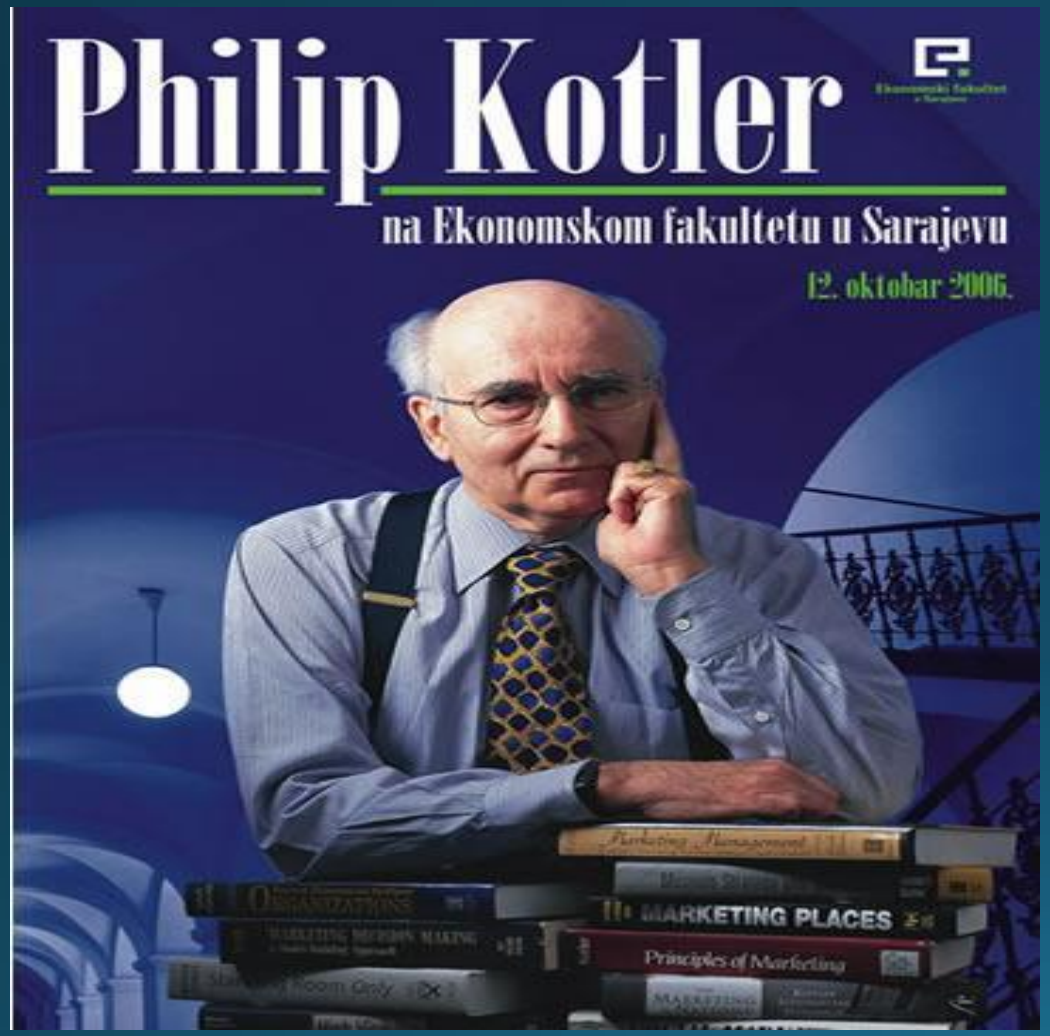
	INTRODUCTION	GROWTH	MATURITY	DECLINE
Product Strategy	Limited models Frequent changes	More models Frequent changes.	Large number of models.	Eliminate unprofitable models
Distribution Strategy	Limited Wholesale/ retail distributors	Expanded dealers. Long-term relations	Extensive. Margins drop. Shelf space	Phase out unprofitable outlets
Promotion Strategy	Awareness. Stimulate demand.Sampling	Aggressive ads. Stimulate demand	Advertise. Promote heavily	Phase out promotion
Pricing Strategy	Higher/recoup development costs	Fall as result of competition & efficient produc-tion.	Prices fall (usually).	Prices stabilize at low level.

Class Activity

- Take a related Sports Entertainment product through the 4 stages of the Product Life Cycle:
  - Introduction
  - Growth
  - Maturity
  - Decline

MARKETING GURU

Marketing Elements/Forces



Principles of marketing

MARKETING PROCESS

1. Market analysis

   (Who will buy?)

2. Marketing-mix planning

   (What? Where? How much? How?)

3. Marketing control

   (Have we been successful?)

The Marketing Mix (controllable forces)

- The tools available to a business to gain the reaction it is seeking from its target market in relation to its marketing objectives
- Traditional 4Ps extended to encompass growth of service industry
- 7Ps – Price, Product, Promotion, Place, People, Process, Physical Environment

Marketing Mix
4 P's

Product	Price	Place	Promotion
Variety	List price	Channels	Advertising
Quality	Discounts	Coverage	Personal selling
Design	Allowances	Locations	Sales promotion
Features	Payment period	Inventory	Public relations
Brand name	Credit terms	Transportation	Direct marketing
Packaging		Logistics	
Services		Assortments	

PRODUCT
What does the customer want from the product?
What features does it have to meet these needs?
How and where will the customer use it?
What does it look like?
What size(s), color(s), should it be?
What is it to be called?
How is it branded?
How is it differentiated versus your competitors?
PRICE
What is the value of the product or service to the buyer?
Are there established price points for products or services in this area?
Is the customer price sensitive?
What discounts should be offered to trade customers?
How will your price compare with your competitors?
TARGET MARKET
PLACE
Where do buyers look for your product or service?
If they look in a store, what kind?
How can you access the right distribution channels?
Do you need to use a sales force?
What do you competitors do, and how can you learn from that and/or differentiate?
PROMOTION
Where and when can you get across your marketing messages to your target market?
Will you reach your audience by advertising in the press, or on TV, or radio, or on billboards?
When is the best time to promote?
How do your competitors do their promotions? And how does that influence your choice of promotional activity?

Recommendation

- To target female group ranging from 18 years old to 24 years old
- To put more focus on its style

Product Concept

Price

- To maintain or change slightly the current prices

Promotion

- Magazines and social media
- holiday or seasonal sales, in-store promotion and on-line coupon
- To try launching campaigns or contests, e.g. T-shirt designing contests or social events, to raise its brand awareness

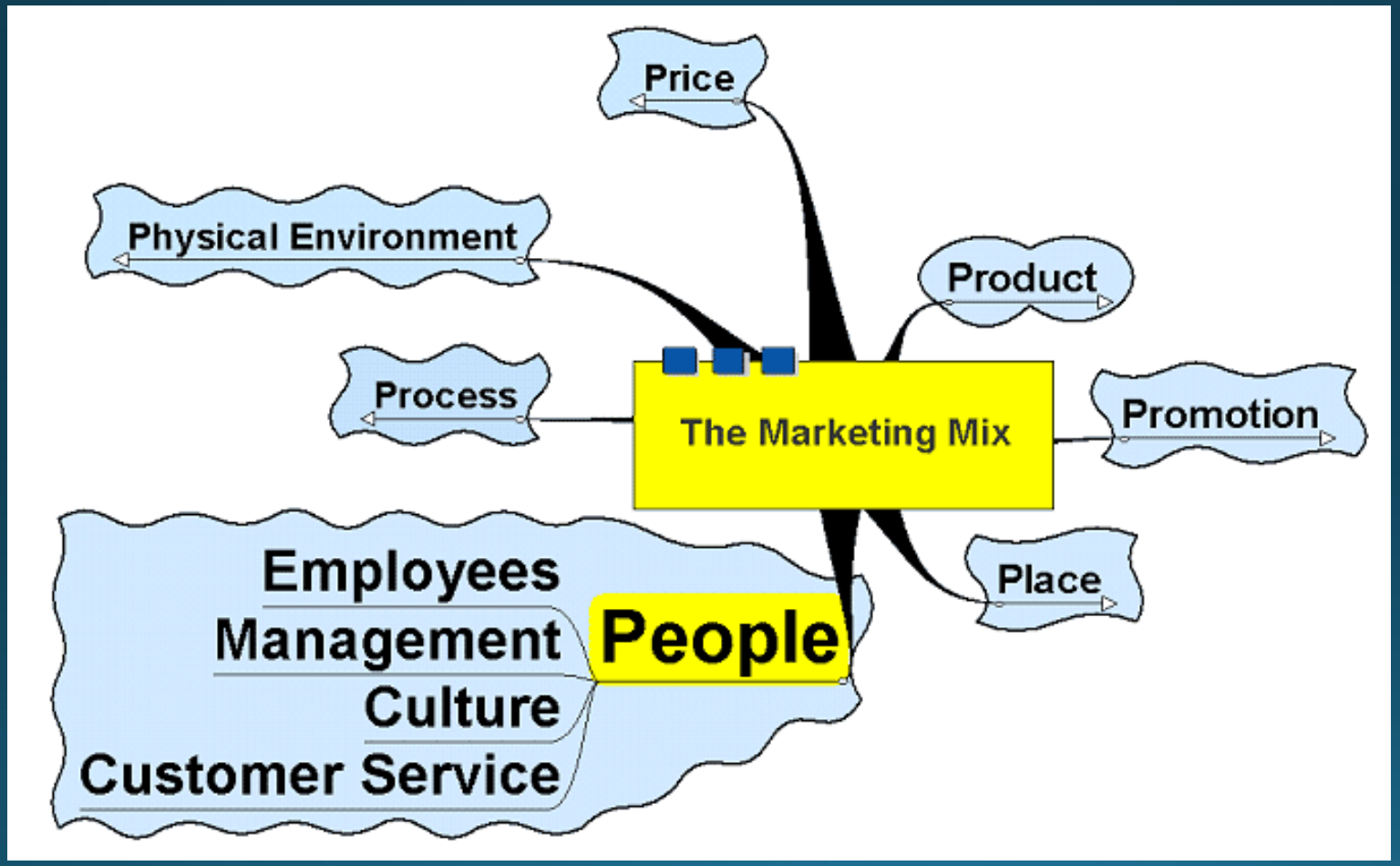
Place

- Newbury Street with a smaller store

MARKETING MIX

- 7Ps – Price, Product, Promotion, Place, People, Process, Physical Environment

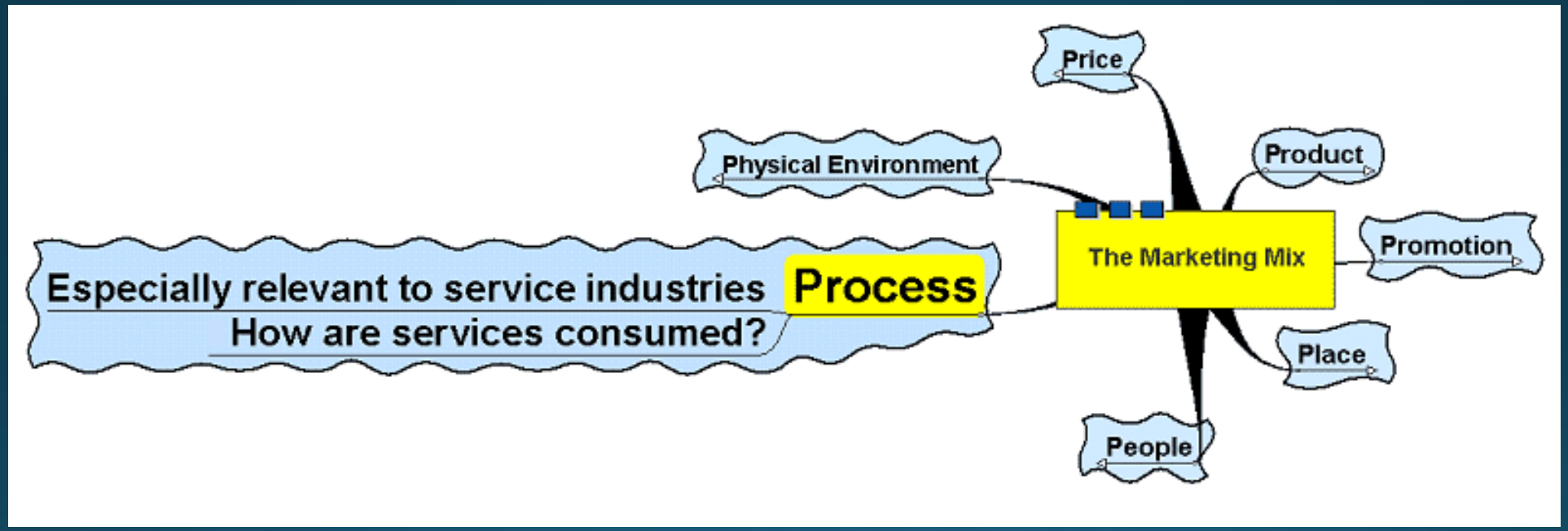
People


Price
Physical Environment
Product
Process
The Marketing Mix
Promotion
Place
Employees
Management
People
Culture
Customer Service

People

- People represent the business
  - The image they present can be important
  - First contact often human – what is the lasting image they provide to the customer?
  - Extent of training and knowledge of the product/service concerned
  - Mission statement – how relevant?
  - Do staff represent the desired culture of the business?

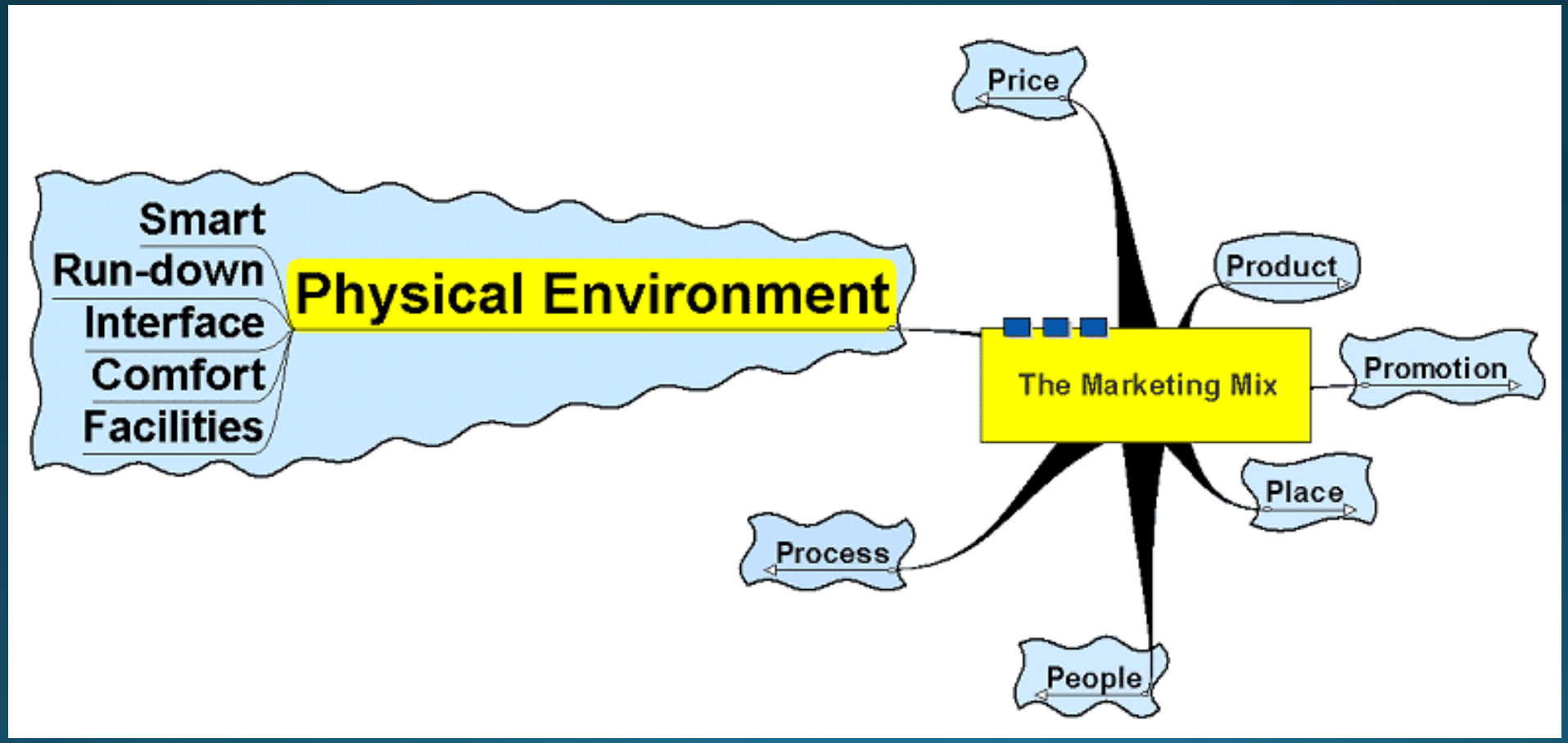
Process


Price
Physical Environment
Product
The Marketing Mix
Promotion
Especially relevant to service industries
Process
How are services consumed?
Place
People

Process

- How do people consume services?
- What processes do they have to go through to acquire the services?
- Where do they find the availability of the service?
  - Contact
  - Reminders
  - Registration
  - Subscription
  - Form filling
  - Degree of technology

Physical Environment



Physical Environment

- The ambience, mood or physical presentation of the environment
  - Smart/shabby?
  - Trendy/retro/modern/old fashioned?
  - Light/dark/bright/subdued? (quiet)
  - Romantic/chic/loud?
  - Clean/dirty/unkempt /neat?
  - Music?
  - Smell?

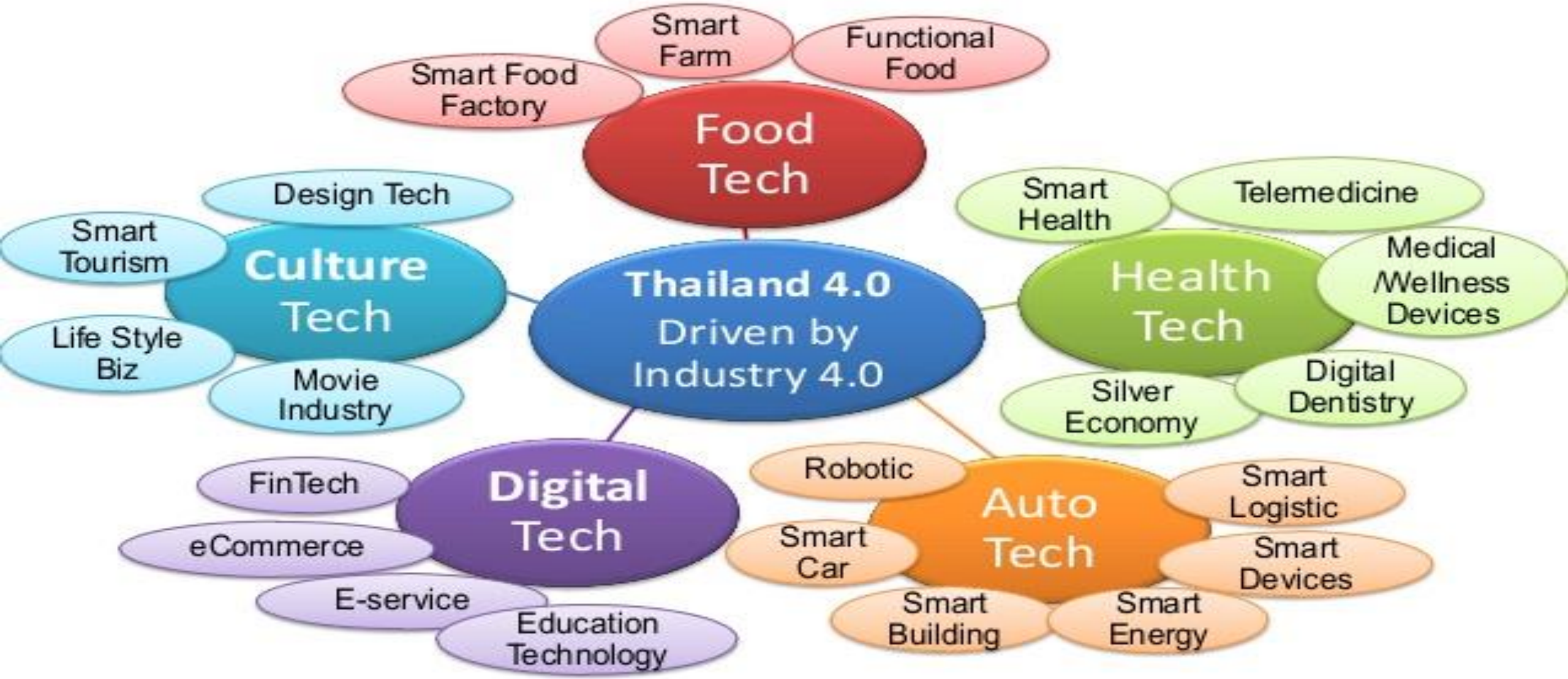
The Marketing Mix

- **Blend of the mix depends upon:**
- Marketing objectives
- Type of product
- Target market
- Market structure
- Rivals' behaviour
- Global issues – culture/religion, etc.
- Marketing position
- Product portfolio
  - Product lifecycle
  - Boston Matrix

Thailand 4.0
New Policy
(Regulatory forces)

โมเดลประเทศไทย 4.0

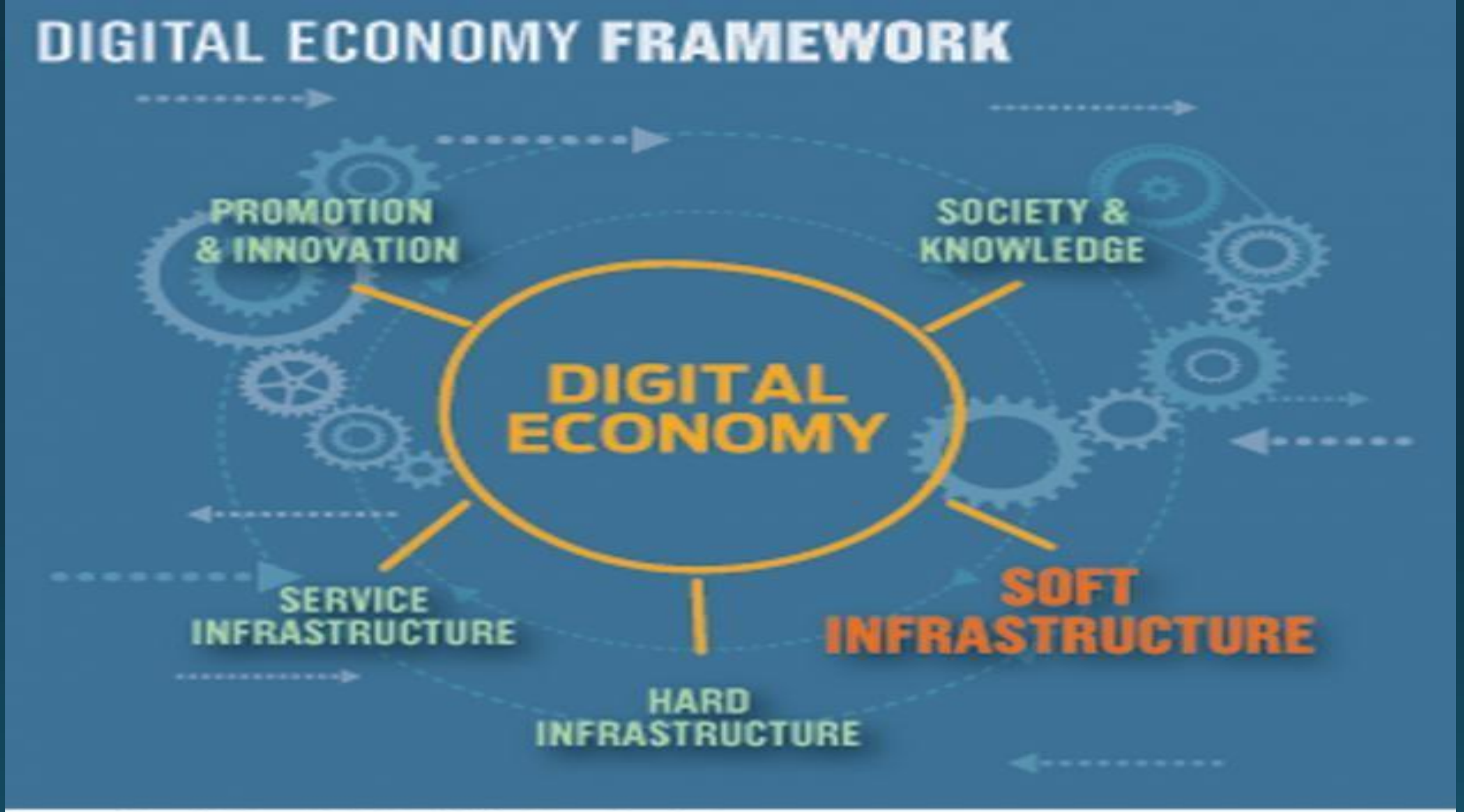
Thailand 4.0 : New Growth Industry



Source: NSTDA

Digital Economy

The digital economy is the worldwide network of economic activities enabled by information and communications technologies (ICT). It can also be defined more simply as an economy based on digital technologies. Multiple definitions for the term exist, with variations in what should be included in this new economic


DIGITAL ECONOMY FRAMEWORK
PROMOTION & INNOVATION
SOCIETY & KNOWLEDGE
DIGITAL ECONOMY
SERVICE INFRASTRUCTURE
SOFT INFRASTRUCTURE
HARD INFRASTRUCTURE
Source: Deputy Prime Minister Pridiyathorn Devakula

Digital Economy
Digital Society

Innovation

1 มีใช้

ชาวบ้านในพื้นที่ห่างไกล
มีสมาร์ทโฟนใช้ อินเทอร์เน็ตเข้าถึง

2 ใช้เป็น

ค้นหาข้อมูลทาง
อินเทอร์เน็ตได้
ใช้สมาร์ทโฟนถ่ายรูปเป็น
ใช้ App ปรับแต่งภาพ
ให้ดูสวยงาม

3 แก้ปัญหาได้

สร้างเว็บไซต์เพื่อ
ประชาสัมพันธ์ให้คน
ได้รู้จักวัฒนธรรมและ
ความสวยงามของท้องถิ่น

4 เกิดนวัตกรรม

ระบบค้นหาบ้านพักทั่วโลกซึ่ง
ใครก็สามารถเปิดบ้านเป็นที่พัก
ให้คนจากทั่วโลกจองมาพักได้

- เป็นช่องทางประชาสัมพันธ์ที่
เข้าถึงนักเดินทางทั่วโลก
- ได้ภาษา เรียนรู้และแลกเปลี่ยนวัฒนธรรม
และภาษา กับนักเดินทางที่มาพัก
- ประชาชนสร้างรายได้จากการบริการ
และวิถีชีวิตที่เป็นอยู่

Technology Forces

ONLINE MARKETING

- E-market place
- An online **marketplace** (or online **e**-commerce **marketplace**) is a type of **e**-commerce site where product or service information is provided by multiple third parties, whereas transactions are processed by the **marketplace** operator.
- E-commerce

E-commerce (**electronic commerce** or EC) is the buying and selling of goods and services, or the transmitting of funds or data, over an **electronic** network, primarily the Internet. These business transactions occur either business-to-business, business-to-consumer, consumer-to-consumer or consumer-to-business. Alibaba, e bay, amazon, Zappos, Tarad, taobao, weloveshopping, lazada,, kaidee

- Social media
- Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forums, microblogging, social networking , social bookmarking, social curation, and wikis are among the different types of social media. **Facebook, twitter, Google+, Wikipedia, linkedin, Reddit, Pinterest, Flickr**
- **Dropshipping**
- Dropshipping is a retail fulfillment method where a store doesn't keep the products it sells in stock. Instead, when a store sells a product, it purchases the item from a third party and has it shipped directly to the customer. As a result, the merchant never sees or handles the product.
- The biggest difference between dropshipping and the standard retail model is that the selling merchant doesn't stock or own inventory. Instead, the merchant purchases inventory as needed from a third party – usually a wholesaler or manufacturer – to fulfill orders.

B2C e-commerce transactions

Order placed by user

Shopping cart

VISA

credit card is charged

Order form

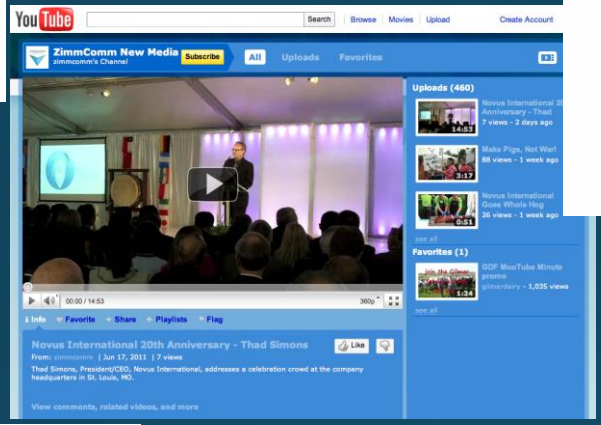
Order is competed

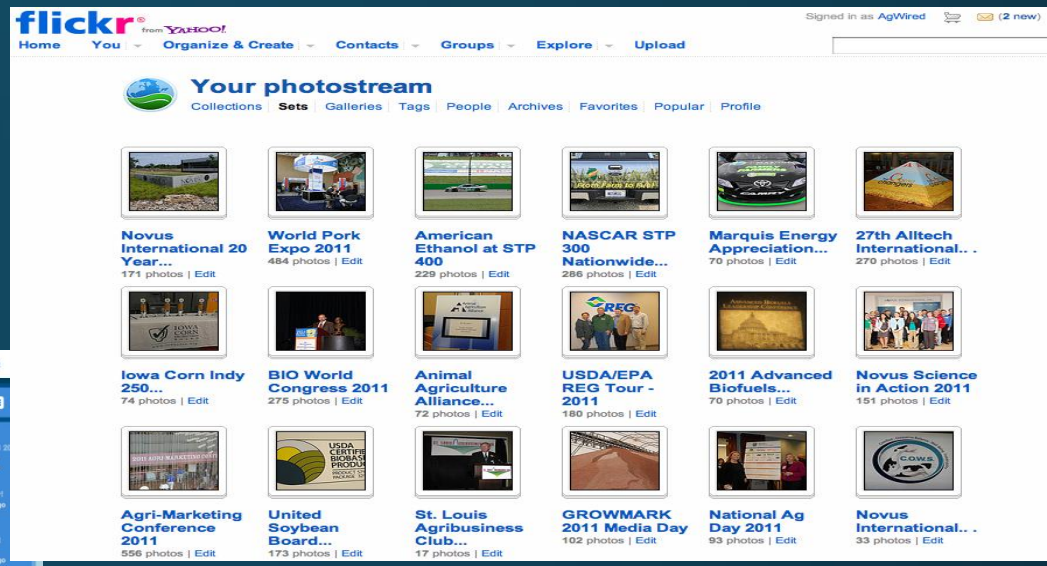
E-mail is sent to customer to merchant

Sent to warehouse

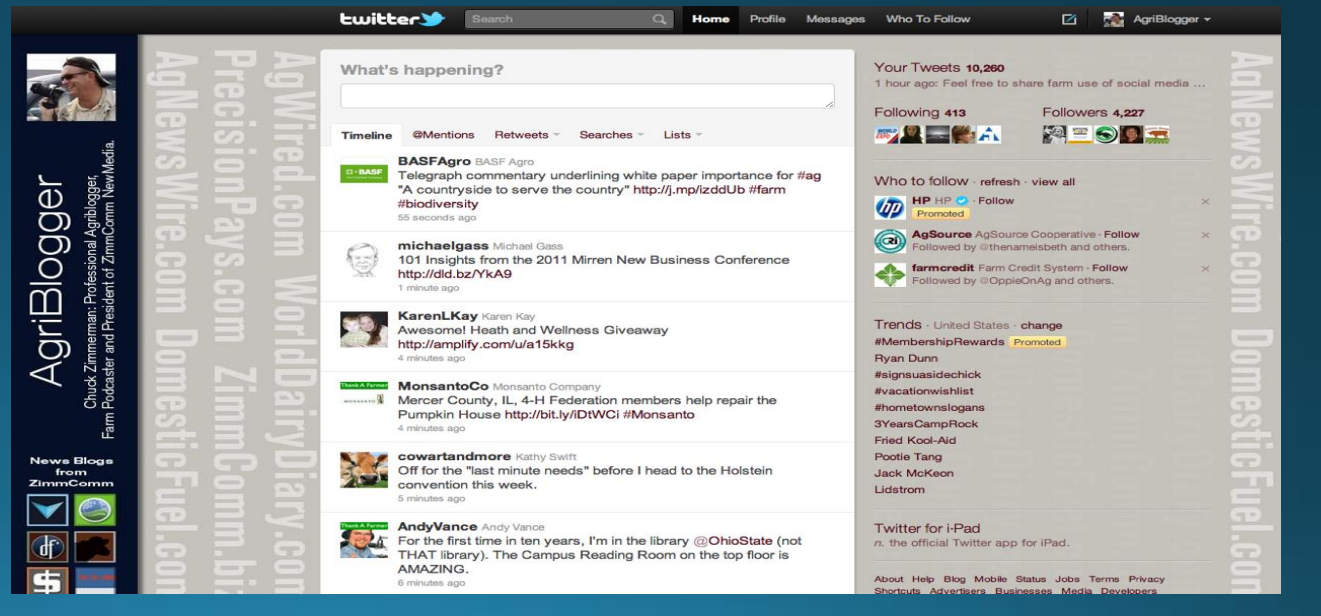
Shipping carrier picks up shipment

facebook
Search
Home
Profile
Account
Chuck Zimmerman
Edit My Profile
News Feed
Messages
Events
Friends
Agchat Foundatio...
Ag Media Summit
Yalvaç Turizm Gr...
#AgChat
Utah FFA Associa...
More
App Requests
Contests
Game Requests
More
Friends on Chat
News Feed
Top News · Most Recent
Share: Status Photo Link Video Question
What's on your mind?
Chuck Cushman is now friends with Kay Ryon Daly and 21 other people.
about a minute ago
Linda Rogers is now friends with Matt Dedinas and 92 other people
3 minutes ago
Gary Marshall is now friends with George Swearingen Smith and 3 other people.
6 minutes ago
Bill Donald was tagged in Montana Stockgrowers Association's video.
Montana Stockgrowers Association
On this week's episode of Bill on Beef, learn about high input costs of beef production. The Montana Stockgrowers Association's members make a special appearance too!
Bill on Beef – Ep. 11 [HQ]
Length: 1:08
7 minutes ago · Share
Upcoming Events
See All
What's the event?
9 event invitations
Birthdays: Neil Caskey, Sarah Fruit
Find More Friends
Chuck, Your Friends Are Waiting
The friend finder is better than ever. Try it.
Your Email
Email Password
Find Friends
Facebook won't store your password.
Sponsored
Create an Ad
Grow Your Business
Grow your business online by promoting it on Facebook. Reach your ideal customers with accurate targeting. Click to learn more.


YouTube
Search
Browse
Movies
Upload
Create Account
ZimmComm New Media
Subscribe
All
Uploads
Favorites
Uploads (460)
Favorites (1)
Novus International 20th Anniversary - Thad Simons
Like
Info
Favorite
Share
Playlists
Flag


flickr from YAHOO!
Signed in as AgWired
(2 new)
Home
You
Organize & Create
Contacts
Groups
Explore
Upload
Your photostream
Collections
Sets
Galleries
Tags
People
Archives
Favorites
Popular
Profile
Novus International 20 Year...
171 photos | Edit
World Pork Expo 2011
484 photos | Edit
American Ethanol at STP 400
229 photos | Edit
NASCAR STP 300 Nationwide...
286 photos | Edit
Marquis Energy Appreciation...
70 photos | Edit
27th Alltech International...
270 photos | Edit
Iowa Corn Indy 250...
74 photos | Edit
BIO World Congress 2011
275 photos | Edit
Animal Agriculture Alliance...
72 photos | Edit
USDA/EPA REG Tour - 2011
180 photos | Edit
2011 Advanced Biofuels...
70 photos | Edit
Novus Science in Action 2011
151 photos | Edit
Agri-Marketing Conference 2011
556 photos | Edit
United Soybean Board...
173 photos | Edit
St. Louis Agribusiness Club...
17 photos | Edit
GROWMARK 2011 Media Day
102 photos | Edit
National Ag Day 2011
93 photos | Edit
Novus International...
33 photos | Edit

LinkedIn
Account Type: Basic
Chuck Zimmerman
Add Connections
Home
Profile
Contacts
Groups
Jobs
Inbox
Companies
News
More
People
Advanced
As CEO, how can you do more with less? Vistage can show you how.
Share an update
Attach a link
Share
1 hour ago · Feel free to share farm use of social media with sunfl... · Like · Comment · More »
LinkedIn Today
See all headlines
8 Facebook changes marketers need to know –
Forget .com, here's .coke
CREATETHE GROUP Acquires Morpheus Media, Leading
All Updates · Shares · Groups · More
Search Updates
Rich Schell is now connected to Aunt Michelle mcclain
Send a message · 29 seconds ago
Lisa Jager Join us for a discussion on interviewing at the God's Grace Community Church Job Networking Group at Solid Grounds in Centennial at 9:00 am Tues., June 21. Hope to see you there!
Home :: Solid Grounds Coffee House :: 6504 S Broadway, Littleton,...
solidgrounds.org
A coffee shop built on community serving Kaladi Coffee. Come in and have a drink; sit back and relax.
Like · Comment · Send a message · Share · 2 minutes ago
David Mehlhaff is now connected to Dennis McCulloch, Elizabeth "Bettse" Folsom, Elisabeth DeCoursey, and 10 other people.
Send a message · 2 minutes ago
People You May Know
Loren Kruse, Editor in chief at Meredith
Connect
Sarahope Smith, Resource Conservation Manager at ESD 112
Connect
Nick Weber, Public Relations at Monsanto
Connect
See more »
The Ladders
Find $100K+ jobs in your area
FIND A GREAT JOB NOW »
Who's Viewed Your Profile?
5 Your profile has been viewed by 5 people in the past 15 days.
16 You have shown up in search results 16 times in the past 30 days.
Your LinkedIn Network


twitter
Search
Home
Profile
Messages
Who To Follow
AgriBlogger
AgWired.com WorldDairyDiary.com
PrecisionPays.com ZimmComm.biz
AgNewsWire.com DomesticFuel.com
AgriBlogger
Chuck Zimmerman: Professional Agriblogger, Farm Podcaster and President of ZimmComm New Media.
News Blogs from ZimmComm
What's happening?
Timeline
@Mentions
Retweets
Searches
Lists
BASFAgro BASF Agro
Telegraph commentary underlining white paper importance for #ag "A countryside to serve the country" http://j.mp/izddUb #farm #biodiversity
55 seconds ago
michaelgass Michael Gass
101 Insights from the 2011 Mirren New Business Conference http://dld.bz/YkA9
1 minute ago
KarenLKay Karen Kay
Awesome! Heath and Wellness Giveaway http://amplify.com/u/a15kkg
4 minutes ago
MonsantoCo Monsanto Company
Mercer County, IL, 4-H Federation members help repair the Pumpkin House http://bit.ly/iDtWCi #Monsanto
4 minutes ago
cowartandmore Kathy Swift
Off for the "last minute needs" before I head to the Holstein convention this week.
5 minutes ago
AndyVance Andy Vance
For the first time in ten years, I'm in the library @OhioState (not THAT library). The Campus Reading Room on the top floor is AMAZING.
6 minutes ago
Your Tweets 10,260
1 hour ago: Feel free to share farm use of social media ...
Following 413
Followers 4,227
Who to follow · refresh · view all
HP HP · Follow
Promoted
AgSource AgSource Cooperative · Follow
Followed by @thenameisbeth and others.
farmcredit Farm Credit System · Follow
Followed by @OppieOnAg and others.
Trends · United States · change
#MembershipRewards Promoted
Ryan Dunn
#signsuasidechick
#vacationwishlist
#hometownslogans
3YearsCampRock
Fried Kool-Aid
Pootie Tang
Jack McKeon
Lidstrom
Twitter for i-Pad
n. the official Twitter app for iPad.
About Help Blog Mobile Status Jobs Terms Privacy
Shortcuts Advertisers Businesses Media Developers
AgNewsWire.com DomesticFuel.com

Social Media: “Social media is the use of web-based and mobile technologies to turn communication into interactive dialogue.”
via: Wikipedia

It’s an online conversation!

ADVERTISING
SOCIAL NETWORKING POTENTIAL
SMART PHONE
VIRAL MARKETING
VIDEO CLIPS
WORD OF MOUTH
INTERACTIVE GAMES
INTERNET

INTEGRATING MARKETING

Integrated Marketing is an approach to creating a unified and seamless experience for consumers to interact with the brand/enterprise; it attempts to meld all aspects of marketing communication such as advertising, sales promotion, public relations, direct marketing, and social media, through their respective mix of tactics, methods, channels, media, and activities, so that all work together as a unified force. It is a process designed to ensure that all messaging and communications strategies are consistent across all channels and are centered on the customer.

AMERICAN FILM

http://www.the-numbers.com/movies/comparisons/All-Time-Top-Grossing-Films

Situation Analysis

A market analysis will be made up of a range of factors relevant to the particular situation under review, but would normally include the following areas:

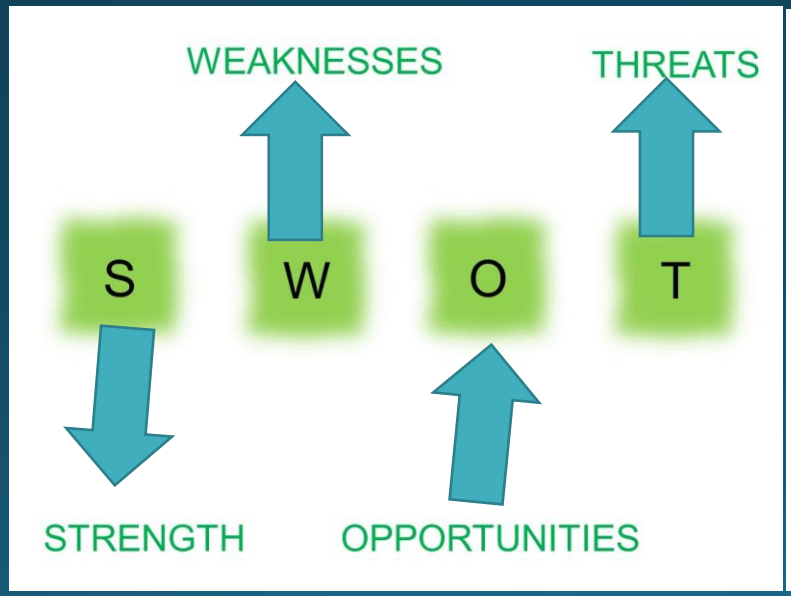
- **Actual and potential market size**
- **Trends**
- **Customer Segment**
- **Customer**
- **Distribution Channel**

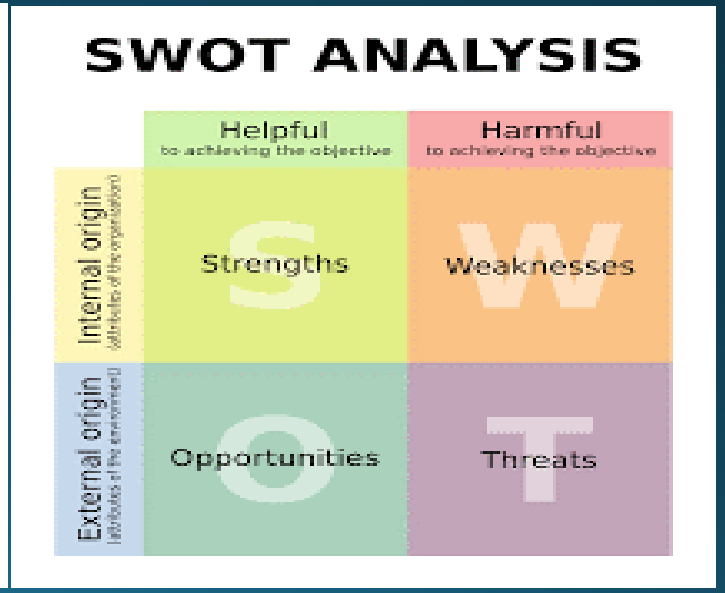
Situation Analysis

- What do we know about the company?
- What do we know about its competitors?
- Who does the company collaborate with?
- What do we know about consumers?
- What about context (environmental factors and trends)?

SITUATION ANALYSIS

- Situation analysis (internal and external factors)
- SWOT





SITUATION ANALYSIS

- A situation analysis identifies strategic options and opportunities
- A situation analysis involves
  - External factors: Macro environment (industry and competitive conditions)
  - Internal factors: Microenvironment (organization's internal situation and competitive position)
- External factors
  - Industry's dominant economic traits
  - Competitive forces
  - Competitive moves of rivals
  - Key success factors
  - Attractiveness of the industry

ENVIRONMENTAL FORCES (UNCONTROLLABLE FORCES)

(1) bargaining power of the buyers and suppliers, (2) threat of new entrants, and (3) rivalry among existing companies. (4) Threats of substitute

Unemployment level
Inflation rate
Fiscal policies
Government changes

Policy
law

Organization
Institution
Roles
Culture
Values/norms

Strengths

Advantages
Capabilities
Resources, Assets, People
Marketing - reach, distribution, awareness

Weaknesses

Lack of competitive strength
Financials
Our vulnerabilities
Timescales, deadlines and pressures
Continuity, supply chain robustness

Opportunities

Market developments
Business and product development

Threats

Environmental effects
Market demand
Obstacles

- What you can do well?
- How you stand apart from your competitors?
- Do you possess strong research and development capabilities?
- What internal resources do you have?
- What kind of tangible assets (capital, credit, distribution channels or technology) you own?

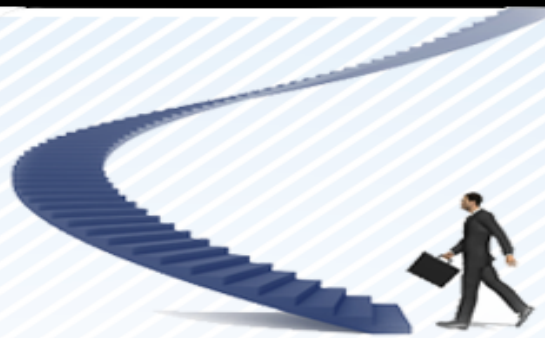
S

STRENGTHS

- Which areas need improvement to compete with your strongest competitor?
- What does your business lack?
- Are there any limited resources?
- Is your business in a poor location?

W

WEAKNESSES



- What opportunities exist in your market?
- How can these benefit?
- Is the perception of your business positive?
- Had there been any changes the market recently?

O

OPPORTUNITIES

- Who are your potential competitors?
- Which factors you need to control to prevent the risks \ to your business?
- Is there anything, deteriorating your revenues or profits?
- What threatens your marketing efforts?

T

THREATS

Walt Disney SWOT Analysis

S — Strengths

- Brand reputation
- Recent acquisitions
- Diversified businesses
- Market Leader in Animations

W — Weaknesses

- Changing Viewership Trends
- Decline of Cinemas
- Lack of Access To Web Viewership Platforms

O — Opportunities

- Chances Of Growth in Emerging Markets
- Rise Of Cheap Web Platforms
- Movie Production And Viewrship Oppurtunities in China

T — Threats

- Loss Of Revenue Due To Piracy
- Popularity of Competitor Companies
- Changing Animation Trends

COCA-COLA SWOT ANALYSIS

1. Significant focus on carbonated drinks
2. Undiversified product portfolio
3. High debt level due to acquisitions
4. Negative publicity
5. Brand failures or many brands with insignificant amount of revenues

1. The best global brand in the world in terms of value ($77,839 billion)
2. World's largest market share in beverage
3. Strong marketing and advertising
4. Most extensive beverage distribution channel
5. Customer loyalty
6. Bargaining power over suppliers
7. Corporate social responsibility

1. Bottle water consumption Growth.
2. Increase in demand of healthy food and beverages.
3. Growing Beverages consumption in emerging markets.
4. Growth through acquisition.

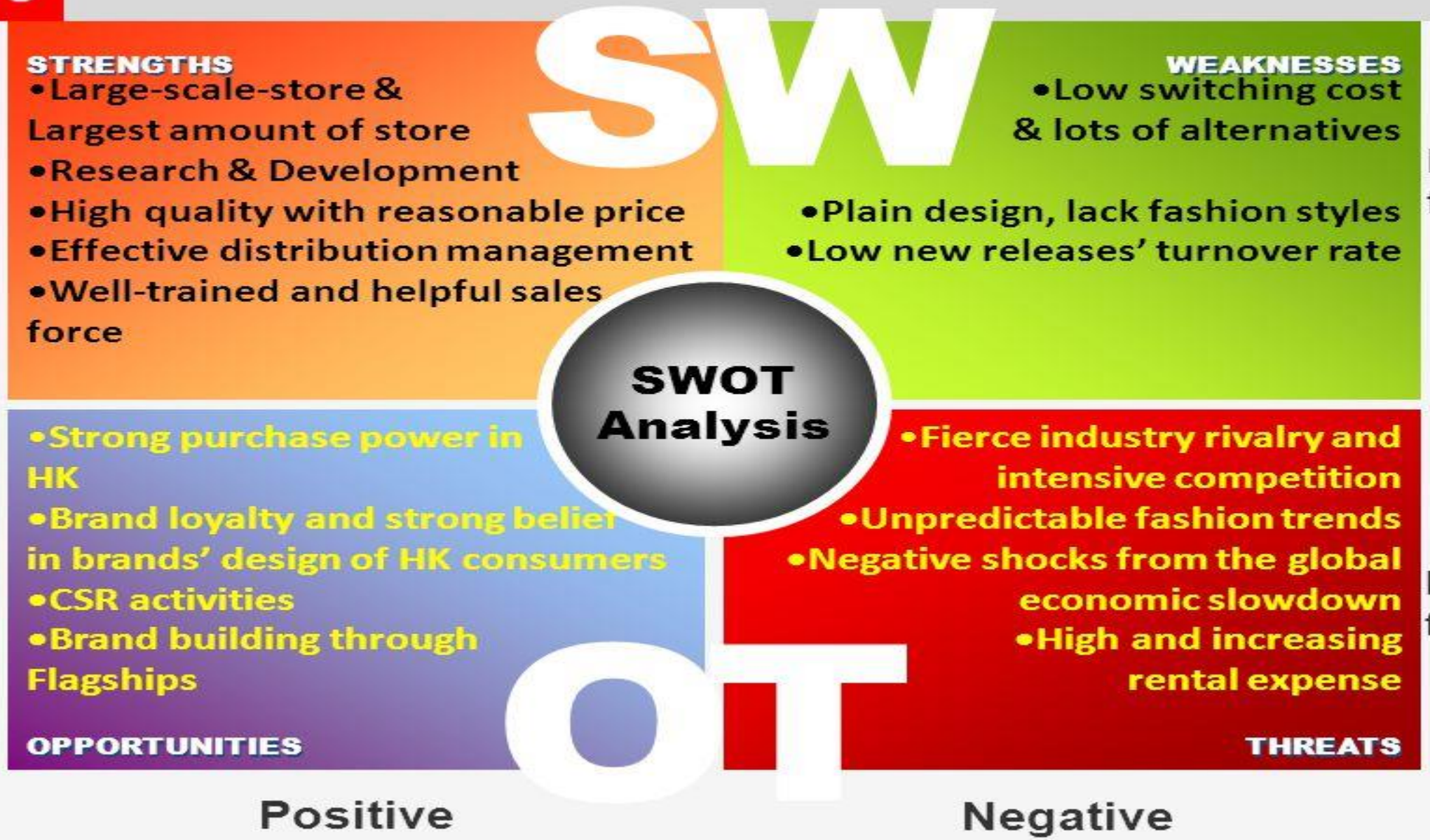
1. Changes in consumer preferences
2. Water scarcity
3. Strong dollar
4. Legal requirements to disclose negative information on product labels
5. Decreasing gross profit and net profit margins
6. Competition from PepsiCo
7. Saturated carbonated drinks market

SWOT ANALYSIS DIAGRAM FOR THE GAP

Made for PowerPoint
24point

UNIQLO

SWOT Analysis



STRENGTHS
Established retail network and rich legacy of the brand ensuring supreme brand proposition
WEAKNESSES
Cost structure and diversified innovations in products
BURBERRY
LONDON
SWOT ANALYSIS
OPPORTUNITIES
Global market penetration tand utilization of online marketplace
THREATS
The availability of substitute products and intense competition pressure and imminent threats

TOWS Strategic Alternatives Matrix

	External Opportunities (O) 1. 2. 3. 4.	**External Threats (T)** 1. 2. 3. 4.
Internal Strengths (S) 1. 2. 3. 4.	**SO** *"Maxi-Maxi" Strategy* Strategies that **use strengths** to **maximize opportunities.**	**ST** *"Maxi-Mini" Strategy* Strategies that **use strengths** to **minimize threats.**
Internal Weaknesses (W) 1. 2. 3. 4.	**WO** *"Mini-Maxi" Strategy* Strategies that **minimize weaknesses** by **taking advantage of opportunities.**	**WT** *"Mini-Mini" Strategy* Strategies that **minimize weaknesses** and **avoid threats.**

Porter's Five Forces Analysis

Threat of New Entry

- Economies of scale
- Proprietary product differences
- Brand identity
- Switching costs
- Capital requirements
- Access to distribution
- Absolute cost advantages
- Government policy
- Expected retaliation

Bargaining Power of Suppliers

- Differentiation of inputs
- Switching costs
- Presence of substitute inputs
- Supplier concentration
- Importance of volume to supplier
- Cost relative to total purchases
- Impact of inputs on cost or differentiation
- Threat of forward integration

Rivalry Among Existing Competitors

- Industry growth
- Fixed costs / value added
- Overcapacity
- Product differences
- Brand identity
- Switching costs
- Concentration and balance
- Informational complexity
- Diversity of competitors
- Corporate stakes
- Exit barriers

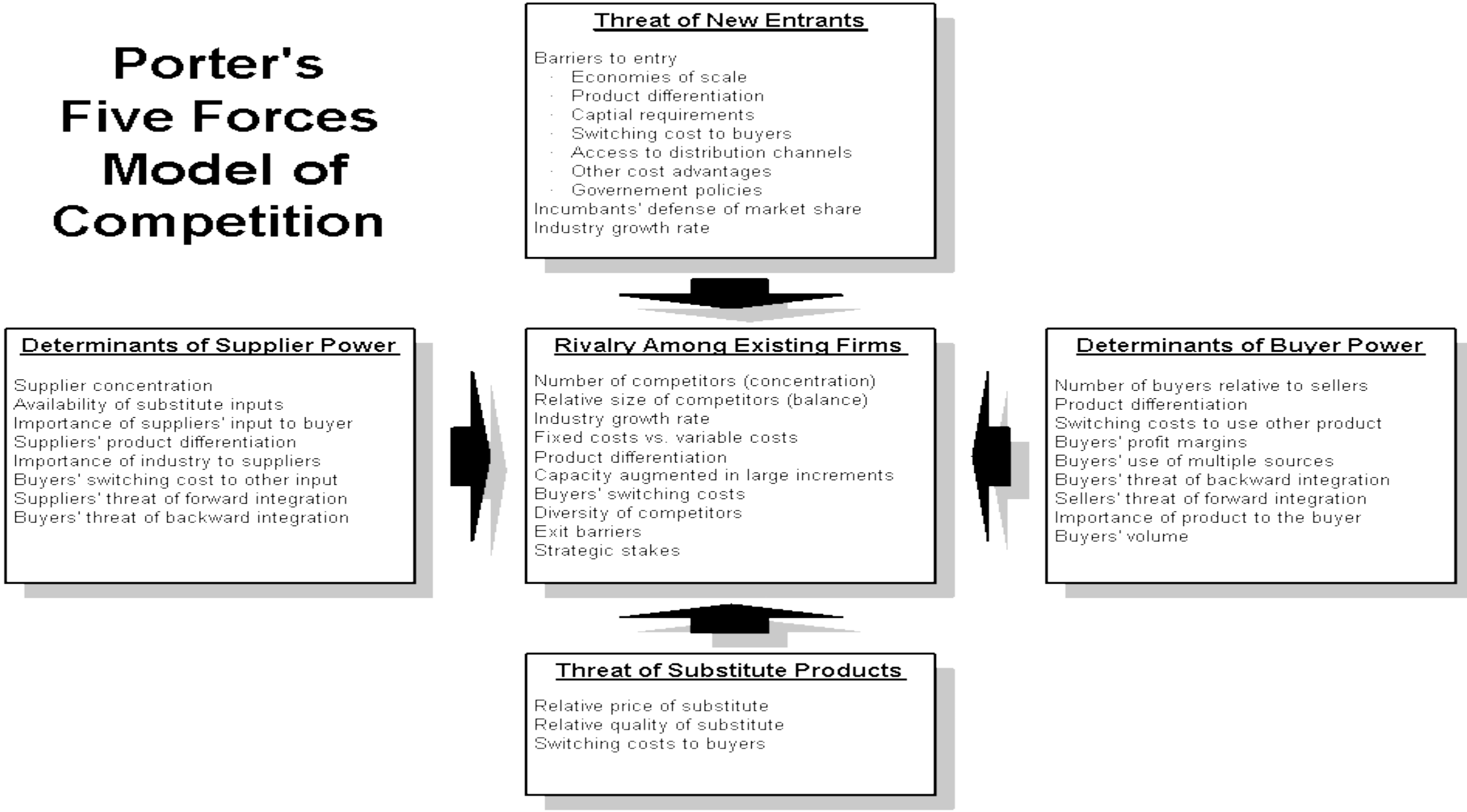
Bargaining Power of Customers

- Buyer concentration
- Buyer volume
- Buyer switching costs
- Buyer information
- Ability to integrate backward
- Substitute products
- Price / total purchases
- Product differences
- Brand identity
- Impact of quality / performance
- Buyer profits

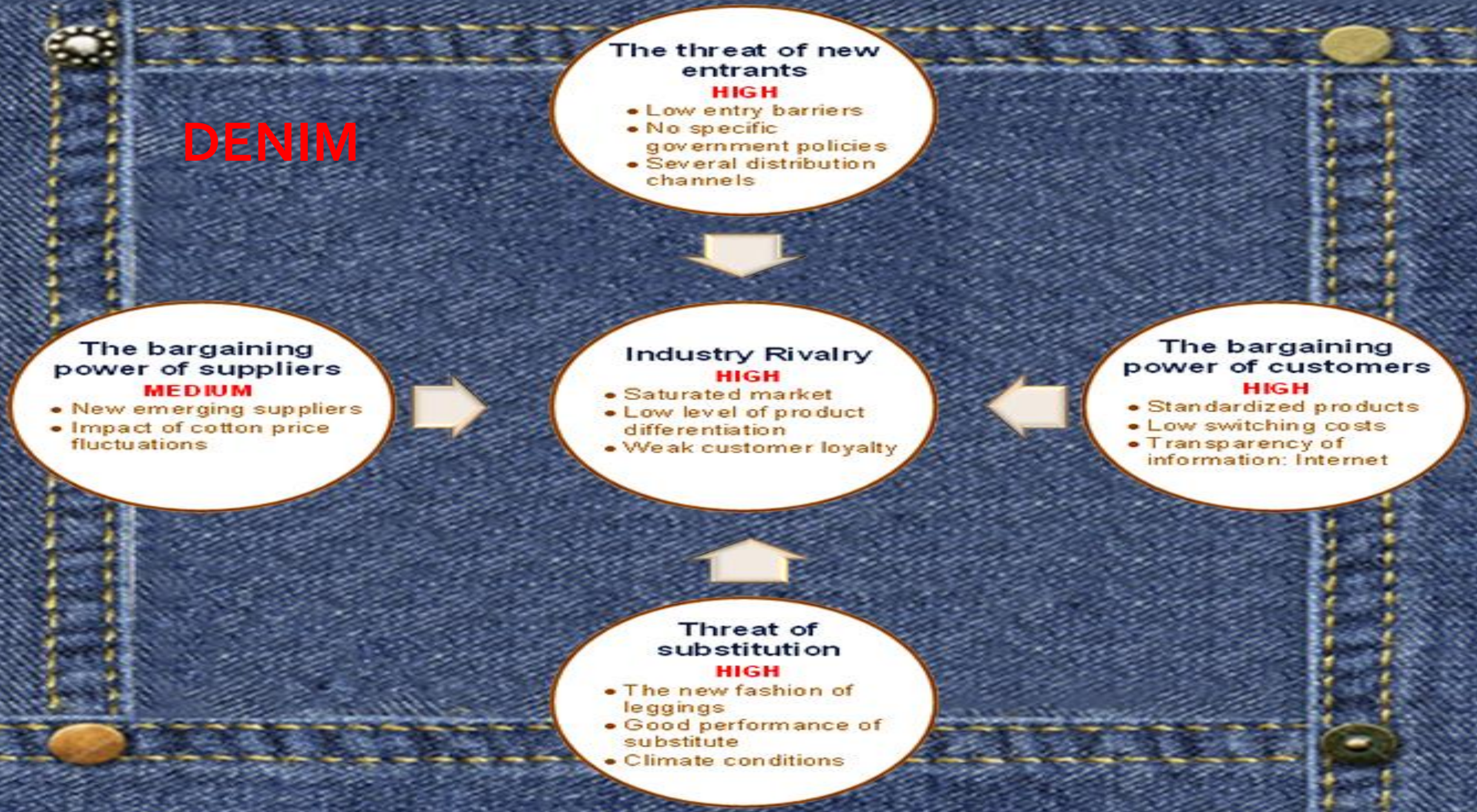
Threat of Substitutes

- Relative price performance of substitutes
- Switching costs
- Buyer propensity to substitute

Porter's Five Forces Model of Competition



DENIM


The threat of new entrants
HIGH
• Low entry barriers
• No specific government policies
• Several distribution channels
The bargaining power of suppliers
MEDIUM
• New emerging suppliers
• Impact of cotton price fluctuations
Industry Rivalry
HIGH
• Saturated market
• Low level of product differentiation
• Weak customer loyalty
The bargaining power of customers
HIGH
• Standardized products
• Low switching costs
• Transparency of information: Internet
Threat of substitution
HIGH
• The new fashion of leggings
• Good performance of substitute
• Climate conditions

UNIQLO

Industry Review - Competitors

- **Main Competitors:**
  - Gap, H&M, A&F, Zara, United colors of Benetton, American Apparel

Strengths	Weaknesses
• Women's, Men's, Kid's ranges. • Internationally successful. • Fashion led. •Very popular with younger generation.	• Doesn't appeal to older age range. • No websites and not much media coverage in some of the countries. •Do not make use of new technologies.

- **Strategies of Competitors:**
  - Expanding into Asian countries.
  - Increasing online presence to reduce the cost and meet consumers' demand of convenience.
  - Effective and organised supply chain management to control inventory and merchandising.
  - Increasing in emphasis on unique designs and making patents.

H&M

GAP

ZARA

American Apparel

UNITED COLORS OF BENETTON.

Industry trends and opportunity (5 forces analysis)

New Entrant: moderate
Small stores: easy
Global stores: difficult
Low switching cost

Uniqlo's Position

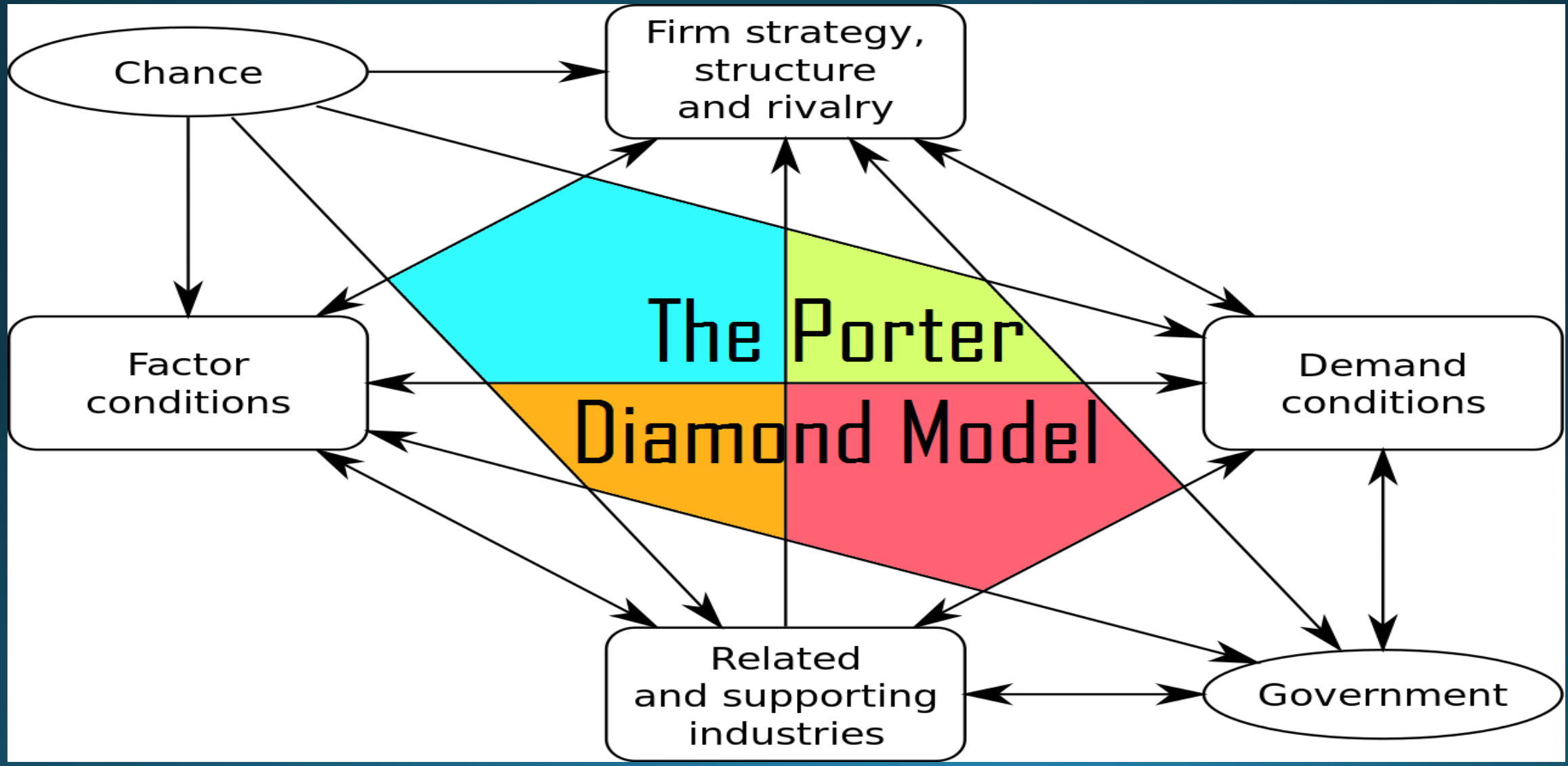
Supplier Power: low
Many suppliers and cheap labor
(Uniqlo has long-term relations with suppliers)

Industry Rivalry: high
Matured market, substitutes and global players : intense competition

Buyer Power : high
Many choices and low switching cost, but possible to establish brand loyalty

Substitute : high
Cheaper fashion: cosmetics, accessories,
or cutback due to recession

Diamond Model: National Competitive Advantage



Factor conditions

Factor conditions are the first element of the Porter Diamond model. They refer to different types of resources that may or may not be present in the home country: human resources, physical resources, knowledge resources, capital resources and infrastructure. One can make the distinction between basic and advanced factors. Basic factors include natural resources (climate, minerals, oil) where the mobility of the factors is low. Although these factors may create the ground for international competitiveness, they can never turn into real value creation without the advanced factors. Advanced factors are more sophisticated, such as human resources (skills) and research capabilities. They are normally specific to the industry.

Demand conditions

Demand conditions

Demand conditions, located in the right-hand box of the Porter Diamond model, involve such factors as early home demand, market size, market growth and sophistication. These characteristics can help companies create competitive advantage, for instance when sophisticated home market buyers pressure firms to innovate faster and to create more advanced products than those of foreign competitors.

In fact, a product's fundamental or core design nearly always reflects home market needs. Often, the needs of the home market even shape the industry that later responds to global markets.

Related and supporting industries

Related and supporting industries

Related and supporting industries can produce inputs that are critical for innovation and internationalization. These industries provide cost-effective inputs, but do also participate in the upgrading process, thus stimulating other companies in the chain to innovate.

The success of an industry is associated with the presence of suppliers and related industries within a certain region. For instance, the international competitiveness of the German automotive industry can be explained by the strong focus of the German industry on this sector.

Firm strategy, structure and rivalry

Firm strategy, structure and rivalry

This element in the Porter Diamond model includes how companies are organized and managed, their objectives and the nature of rivalry in the home market. The way in which companies are established, set goals and are managed is critical to success on international markets. However, also the presence of intense rivalry makes companies competitive: it creates pressure. This triggers companies to innovate in order to maintain and upgrade competitiveness. To give an example: BMW, Mercedes-Benz and Audi would not be such successful brands if they did not have to compete against each other. Constant pressure from competition makes them develop competitive products, offer them at competitive prices and stay competitive on the whole.

Government

Government

The government can have strong influence on the international competitiveness of a firm. In addition, it can influence each of the five other forces in the Porter Diamond model. The government of a country can either promote or hinder export. It can influence the supply conditions of key production factors. It can shape the demand conditions in the home market, as well as the competition between firms. These interventions can occur at local, regional, national, or even supranational level.

Chance

Chance

The final element in the Porter Diamond model is chance. Chance refers to random events that are beyond the control of the company. For the international competitiveness, they may be very important: the discontinuities created by chance may lead to advantages for some and disadvantages for other companies. Some firms may gain competitive positions, while others may lose.

When you take a look at the history of most industries, you will see that chance almost always plays a role. It starts with the question of who comes up with a major new idea first, which may very much be the result of a random event. For reasons that usually have little to do with economics, people typically start new businesses in their home countries. Once the industry begins in a certain country, scale and clustering effects may cement its position in that country.

Chance	Firm Strategy, Structure and Rivalry	Factor Conditions	Demand Conditions	Related and Supporting Industries	Government
- Random events - Natural disasters - Scientific break-throughs - Terrorist attacks	- Company strategies - Structure of the organization - Managerial system - Intense competition between local rivals	- Natural resources - Human resources - Capital resources - Infrastructure - Scientific knowledge - Technological innovation	- Size of the domestic market - Sophisticated and demanding domestic customers - Customer needs that anticipate those elsewhere	- Presence of competitive related and supporting industries - Domestic suppliers that are strong global players themselves	- Government policies - Industry regulation - Government role as a catalyst and a challenger

•**Firm Strategy and Rivalry** is the competition in the home market that drives innovation and quality. When there's lots of competition and lots of rivalry, this keeps companies on their toes, and so they try to out-compete each other by continually developing more innovative and quality products and or services.
•**Factor Condition** is a country with sophisticated homebuyers that have awareness and demand for advanced, quality, and innovative products, which can create international competitiveness.
• **Related and Supporting Industries** are the inputs for a country, which drives its success. For example, the raw material from fabric suppliers in Italy helps to drive the success of the Milan fashion industry.
•**Factor Input Conditions** are the factors of production that includes things like skilled labour, education, capital, climate, and infrastructure.

http://myassignmenthelp.info/assignments/marketing-assignment-study-online-review-analysis-strategic-marketing-coca-cola/

BCG Matrix for PowerPoint
Relative Market Growth Rate
High
Low
Star
Question Mark
?
Cash cow
$
Dog
high
Relative Market Share
low

high

STARS

High *market growth rate*
High *relative market share*

QUESTION MARKS

High *market growth rate*
Low *relative market share*

CASH COWS

Low *market growth rate*
High *relative market share*

DOGS

Low *market growth rate*
Low *relative market share*

Market growth rate

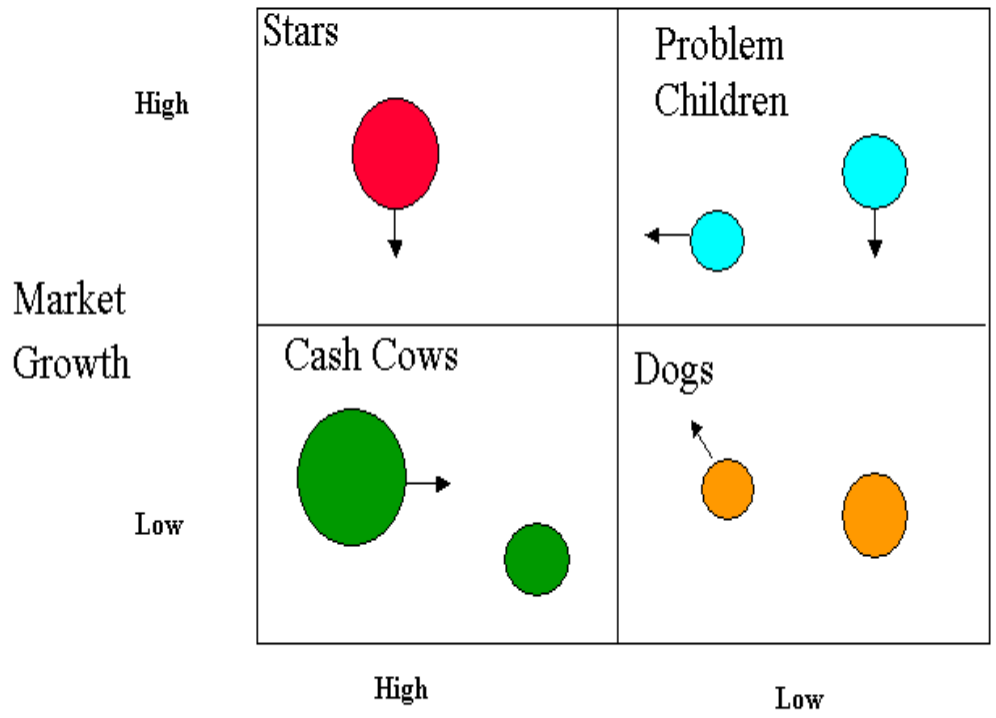
low

Relative market share

high

low

Boston Consulting Group Product Portfolio Matrix



The Boston Consulting Group (BCG)

- **Stars**: high growth, high-share business products. They often need heavy investments to finance their rapid growth. Their growth can be slow down to cash cows.
- **Cash cows**: low growth, high share business or products. These established and successful business unit, need less investment to hold their market share. Thus, they product a lot of cash that the company uses to pay its bills and support other units that need investment.
- **Question marks**: low share business units in high growth markets. They require a lot of cash to hold their share. Management has to think hard about which question marks it should try to build into stars and which should be phased out.
- **Lazy dogs**: low growth, low share business and products. They may generate enough cash to maintain themselves but do not promise to be large sources of cash.

ASSIGNMENTS

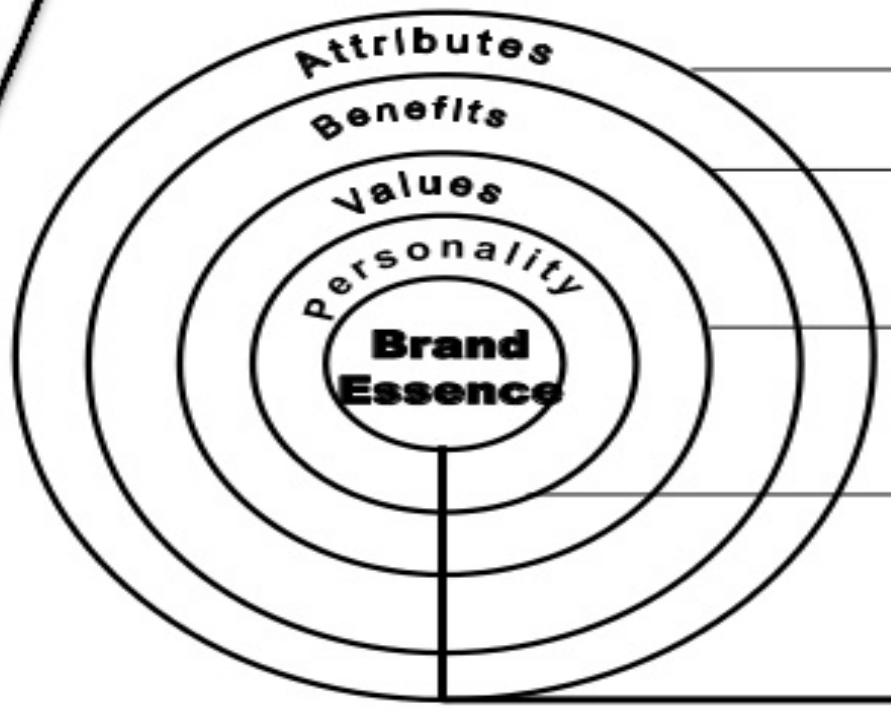
Please analyze the followings titles by using SWOT

- THAI FILM
- KOREAN FILM
- WESTERN FILM

BRAND IDENTITY

DESIGN
VALUE
TRUST
STRATEGY
BRAND
IDENTITY
LOGO
ADVERTISING
MARKETING

Zara Brand Wheel



Fashionable clothes
Varied assortment
Trendy colors
Feminine cuts

Fashionable product lines for moderate costs
Customer-centered business
Runway trends adapted for the streets

Fashion-oriented woman
Trendy in every situation
Feeling good about looking good

Fashion - friendly
Feminine
Hot and trendy

High-Street Fashion

BRAND IDENTITY PRISM

PICTURE OF SENDER

Physique
Just do it, logo-symbol.

Personality
Sportive spirit, athlete, lifestyle.

EXTERNALIZATION

Relationship
Confort, provocation: "Yesterday you said tomorrow" "Run the day, don't let it run you.

Culture
American, sport and fitness.

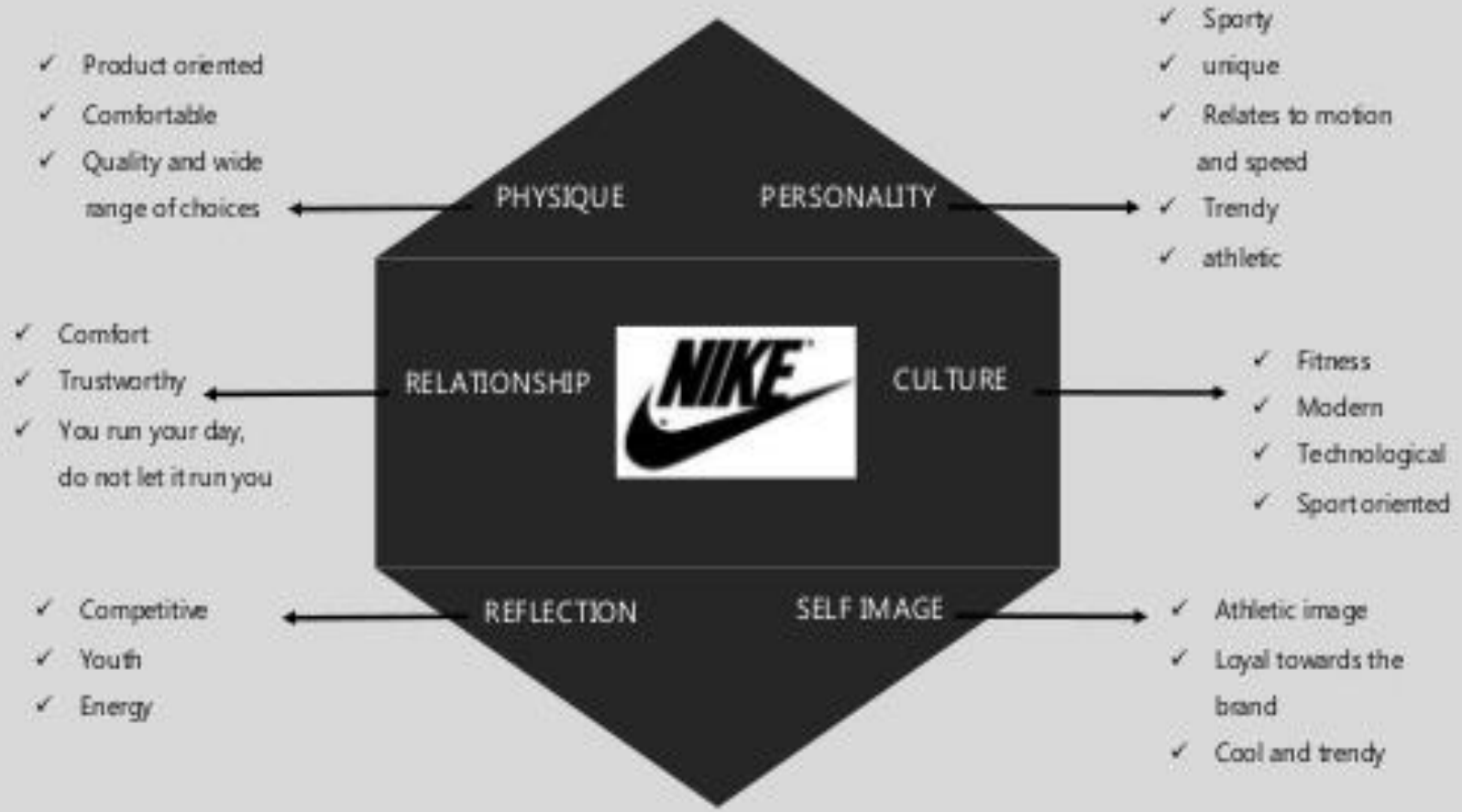
INTERNALIZATION

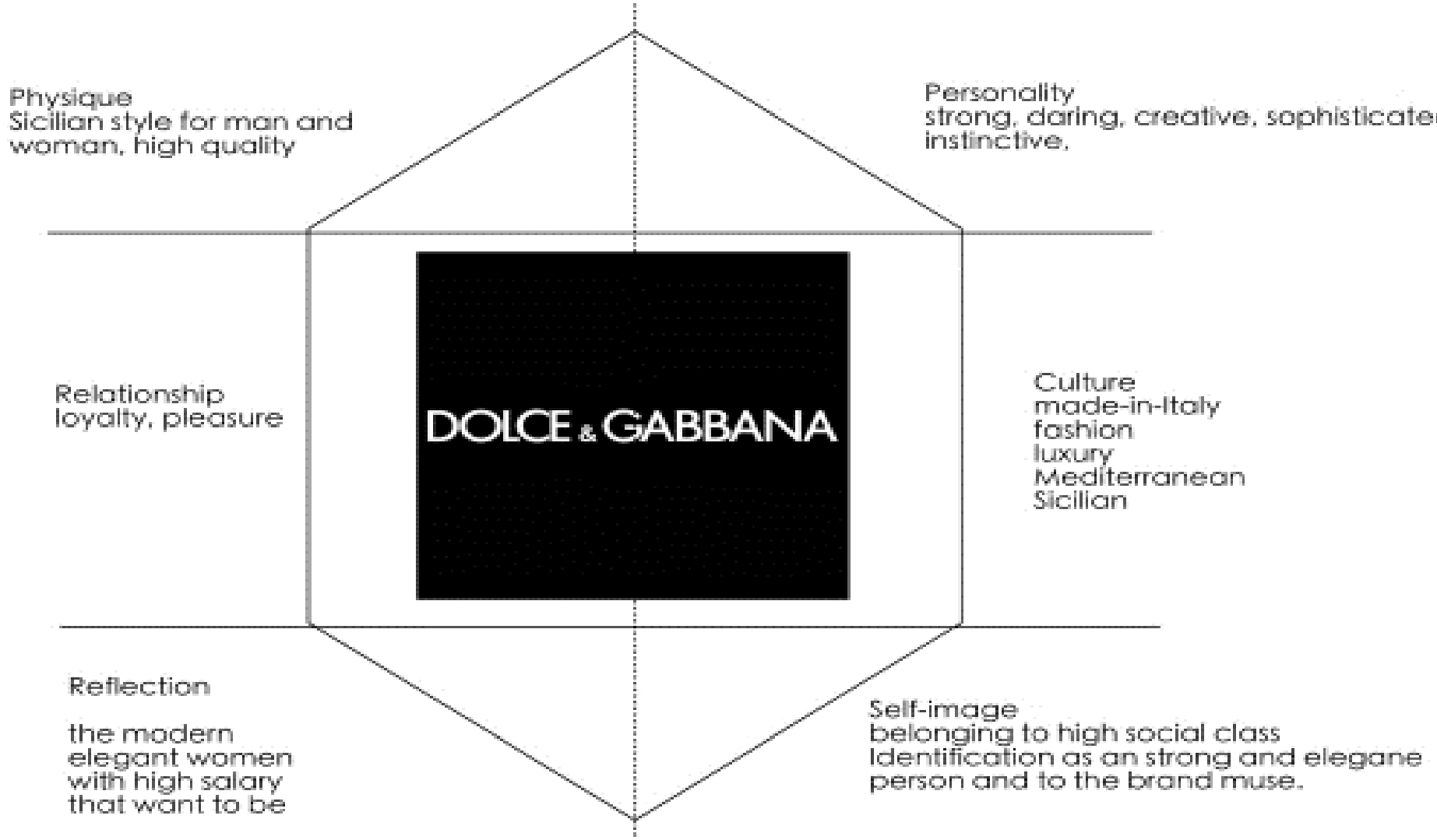
Reflection
Full of energy, aggressive, youthful, competitive, brand conscious.

Self-Image
I am an athlete,
I am brand conscious,
I am cool.

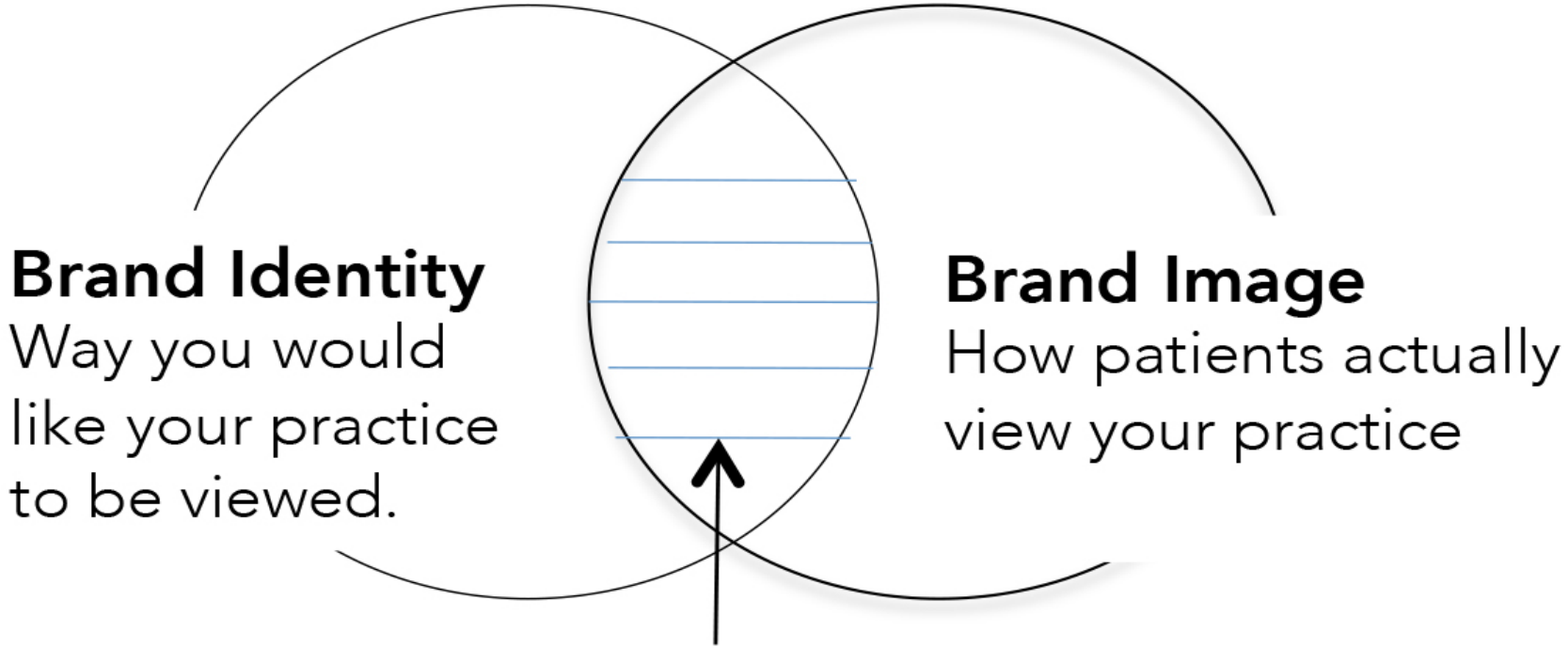
PICTURE OF RECEIVER

NIKE BRAND IDENTITY PRISM




Physique
Sicilian style for man and woman, high quality
Personality
strong, daring, creative, sophisticated, instinctive,
DOLCE & GABBANA
Relationship
loyalty, pleasure
Culture
made-in-Italy
fashion
luxury
Mediterranean
Sicilian
Reflection
the modern elegant women with high salary that want to be
Self-image
belonging to high social class
Identification as an strong and elegane person and to the brand muse.

Brand Identity versus Brand Image

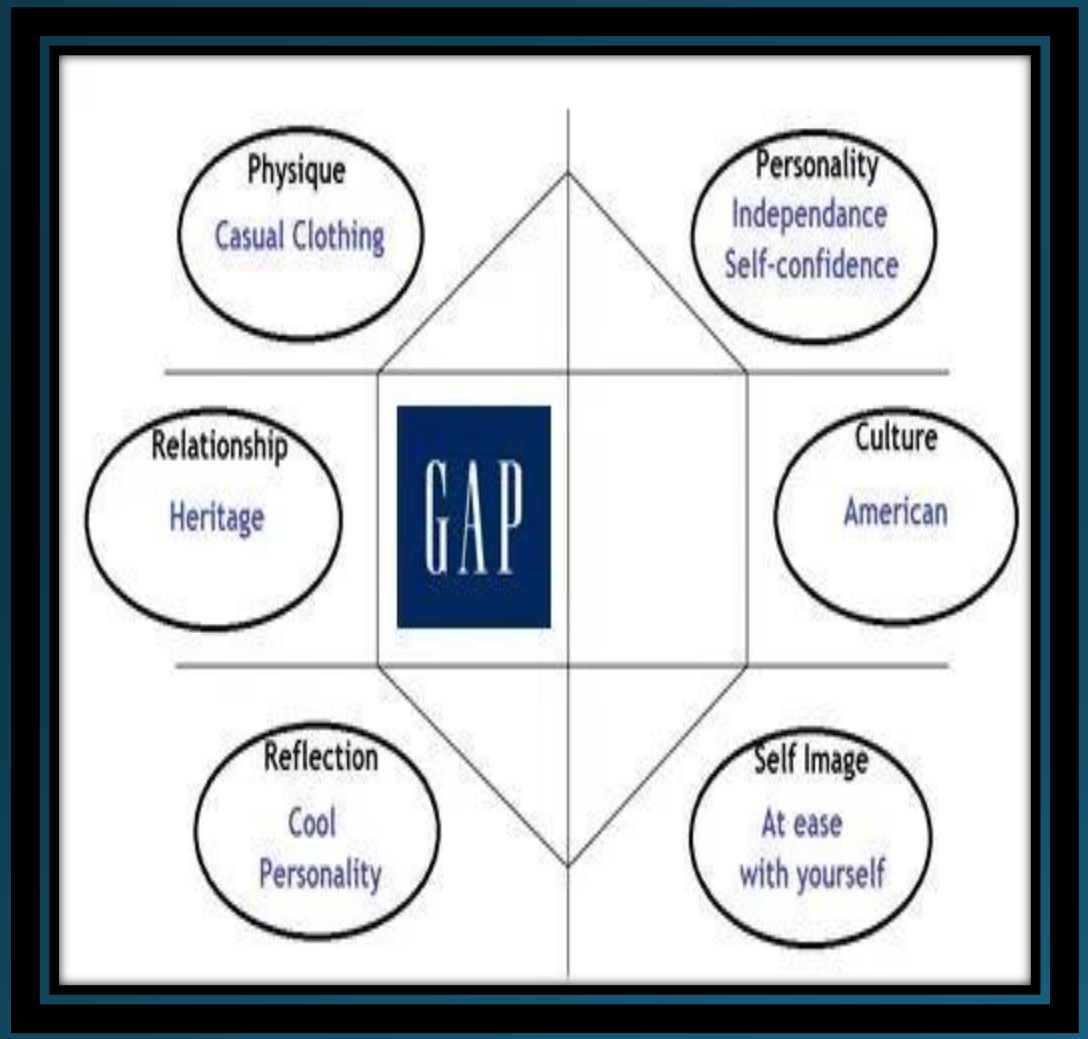


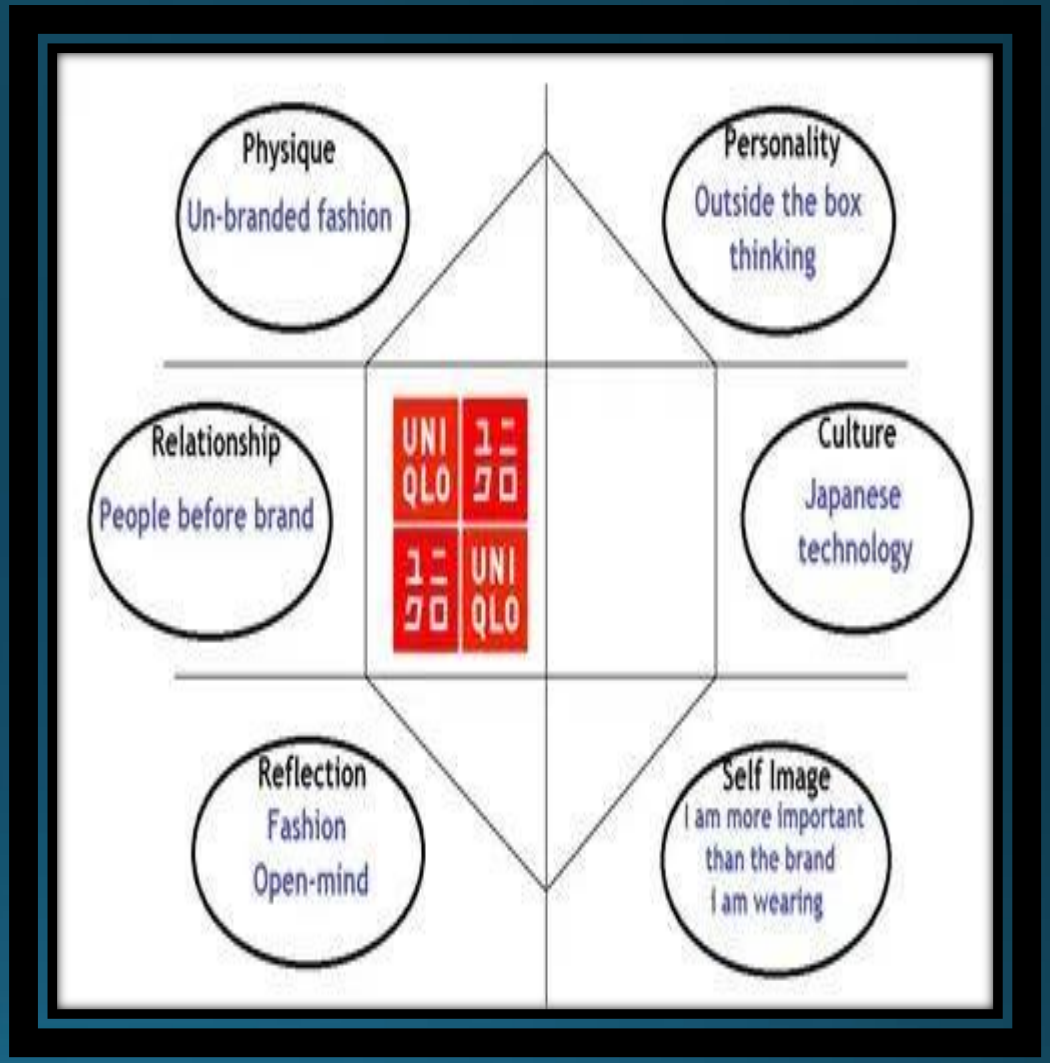
Brand Identity
Way you would like your practice to be viewed.

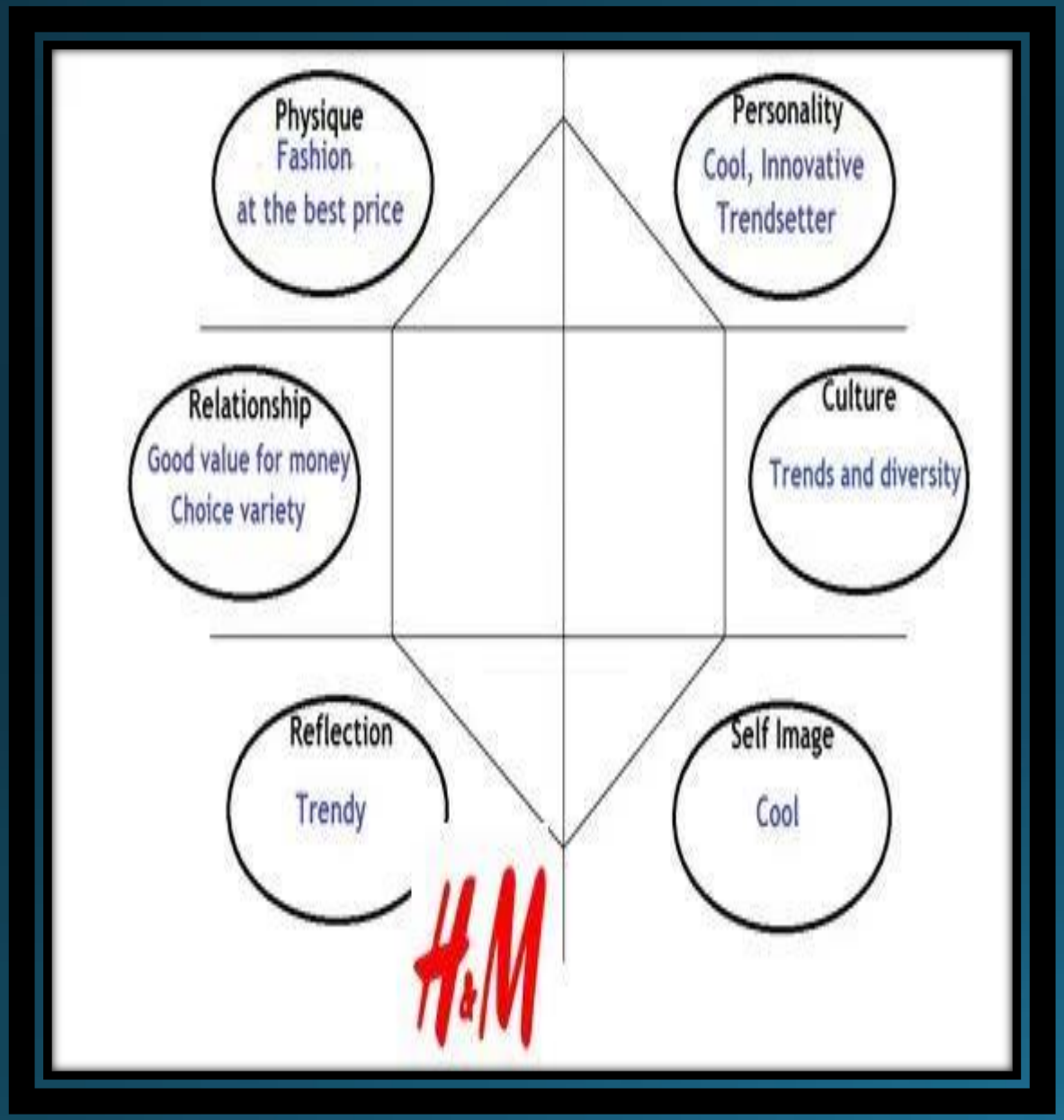
Brand Image
How patients actually view your practice

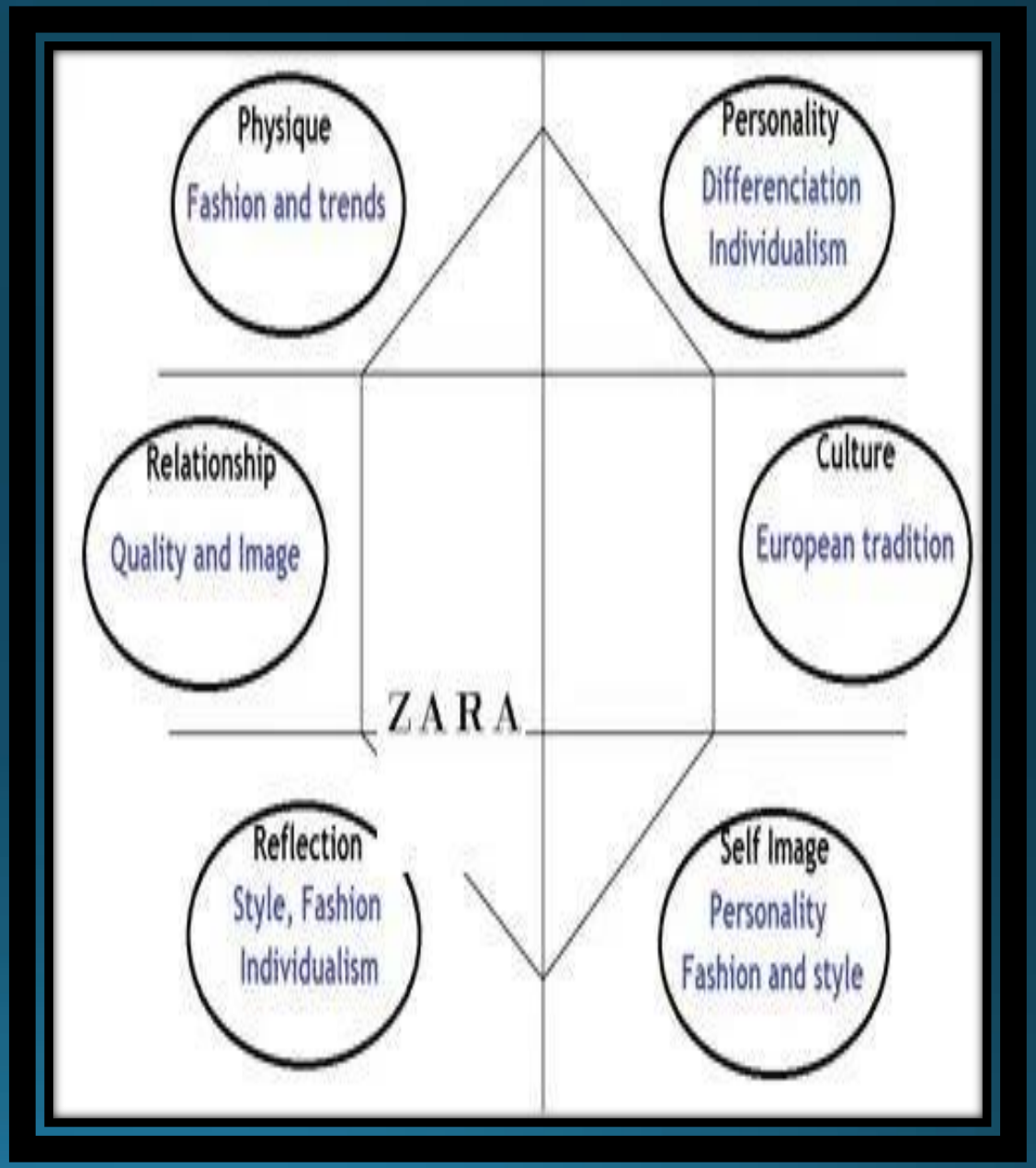
Brand Delivered
Where ideal brand is being delivered

Google
Coca-Cola
IBM
Microsoft
Mercedes-Benz
BMW
CISCO
Disney
hp
Gillette
H&M
pepsi
AMERICAN EXPRESS
SAP
IKEA
HSBC
J.P.Morgan
Canon
ZARA
accenture
Ford
HYUNDAI
Goldman Sachs
SIEMENS
SONY
Audi
Heinz
HERMÈS PARIS
adidas
Nestlé

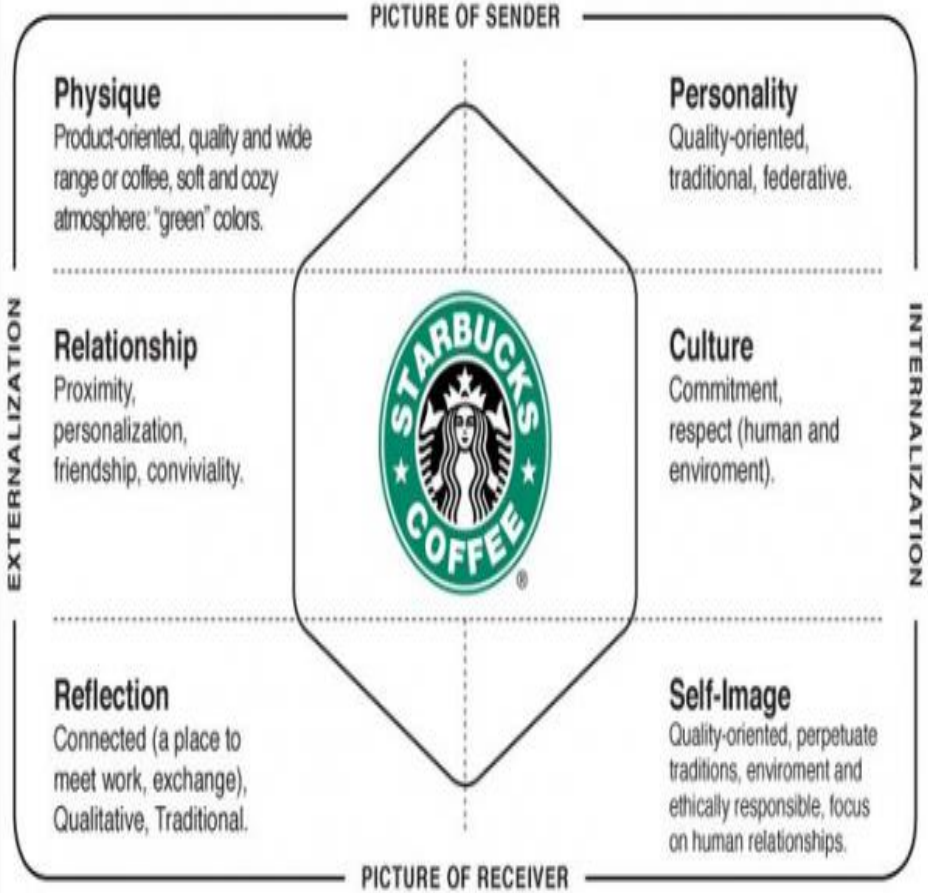

Physique
Casual Clothing
Personality
Independance
Self-confidence
Relationship
Heritage
GAP
Culture
American
Reflection
Cool
Personality
Self Image
At ease
with yourself

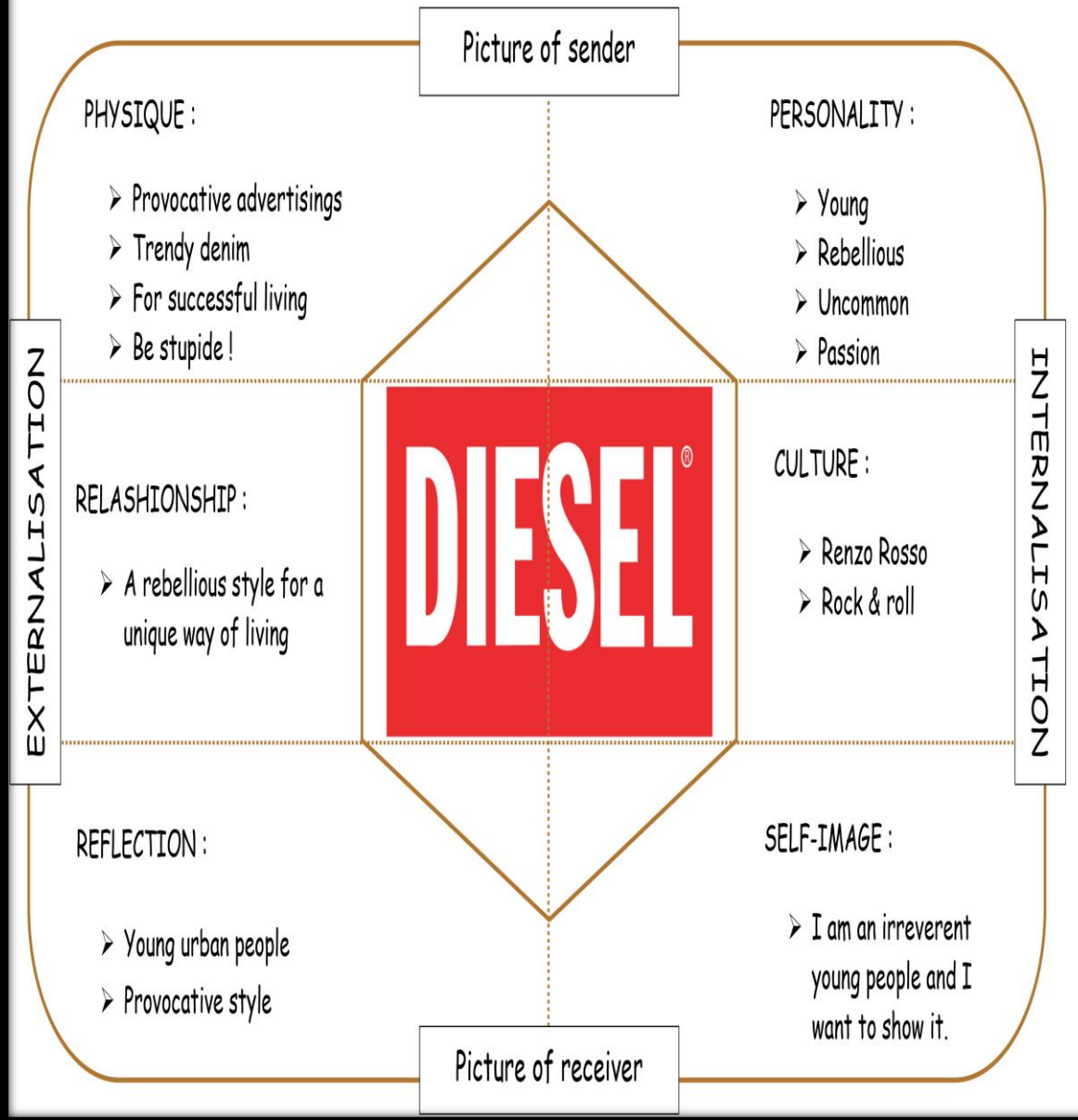

Physique
Un-branded fashion
Personality
Outside the box
thinking
Relationship
People before brand
UNIQLO
Culture
Japanese
technology
Reflection
Fashion
Open-mind
Self Image
I am more important
than the brand
I am wearing


Physique
Fashion
at the best price
Personality
Cool, Innovative
Trendsetter
Relationship
Good value for money
Choice variety
Culture
Trends and diversity
Reflection
Trendy
Self Image
Cool
H&M


Physique
Fashion and trends
Personality
Differenciation
Individualism
Relationship
Quality and Image
Culture
European tradition
ZARA
Reflection
Style, Fashion
Individualism
Self Image
Personality
Fashion and style

BRAND IDENTITY PRISM





BRAND IDENTITY

PHYSICAL

- Logo evokes sports, water and liberty of usage
- Color: blue, white and black

PERSONALITY

- Extreme
- Fun
- Over achievement

RELATIONSHIP

- Sponsoring in athletes
- Sport events
- Engaging its community

CULTURE

- Challenging the limits
- Extreme sports
- Water sports
- Music

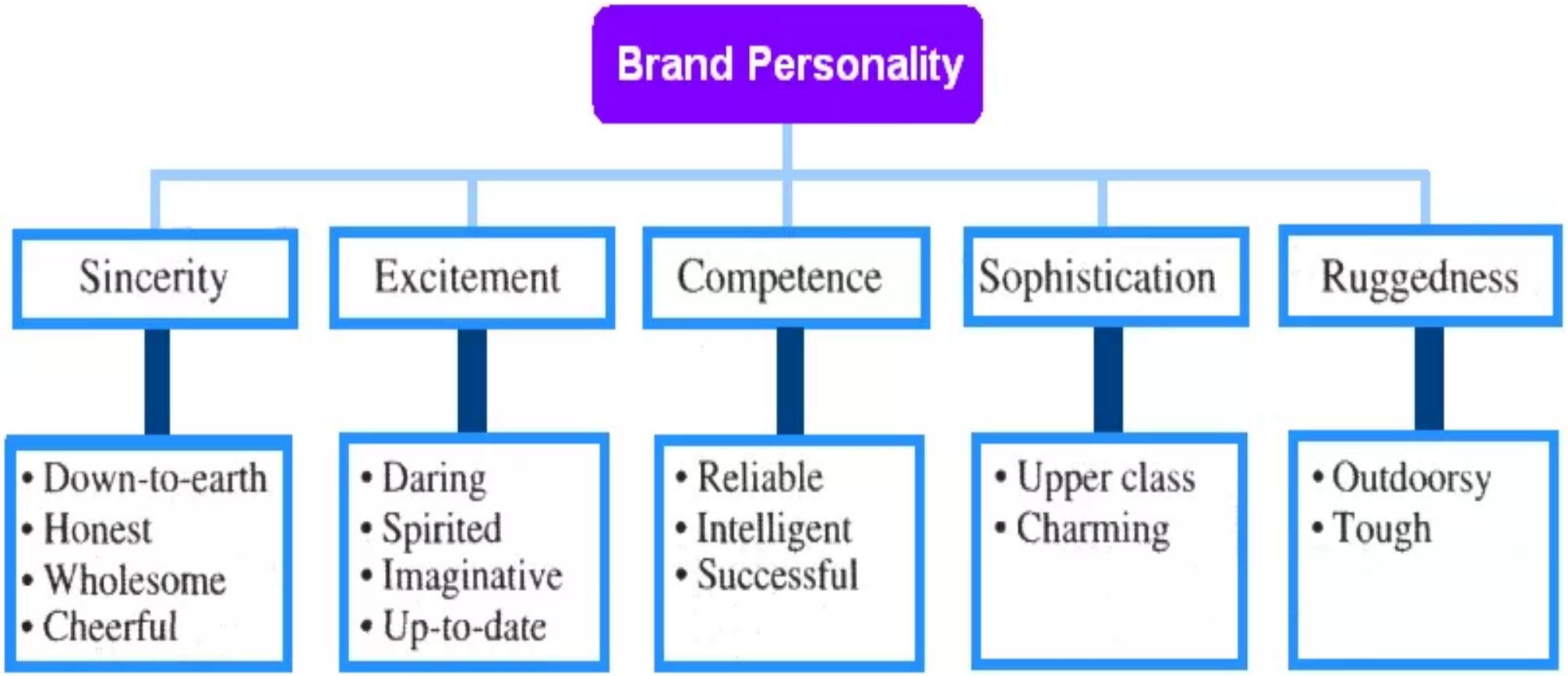
REFLECTED CONSUMER

- Traveller
- Happy
- Connected
- Passionated

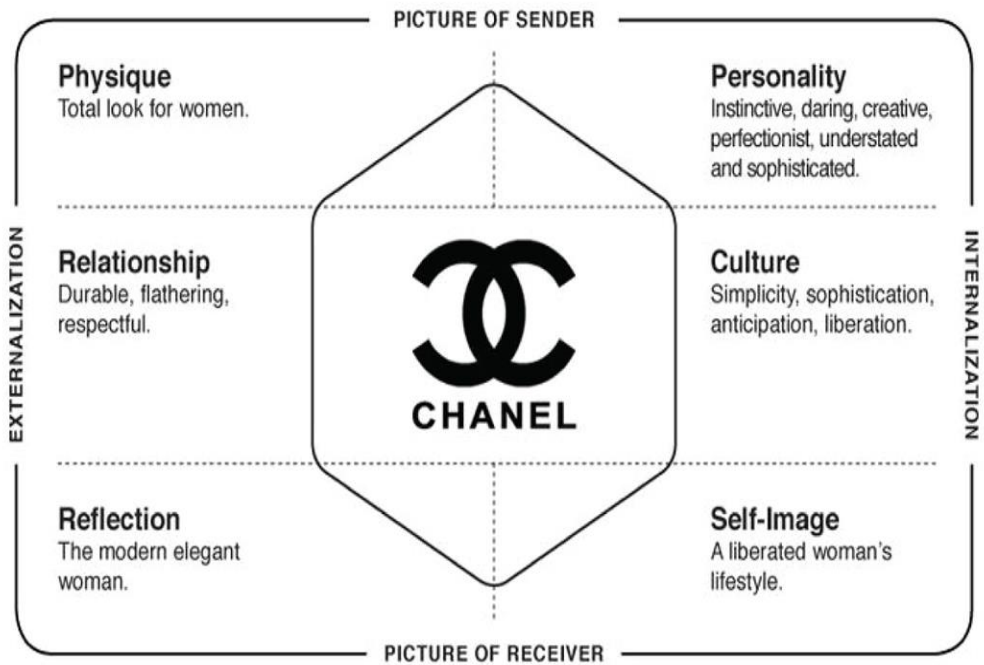
SELF-IMAGE

- Lifestyle
- Realize your dreams
- Go over the limits

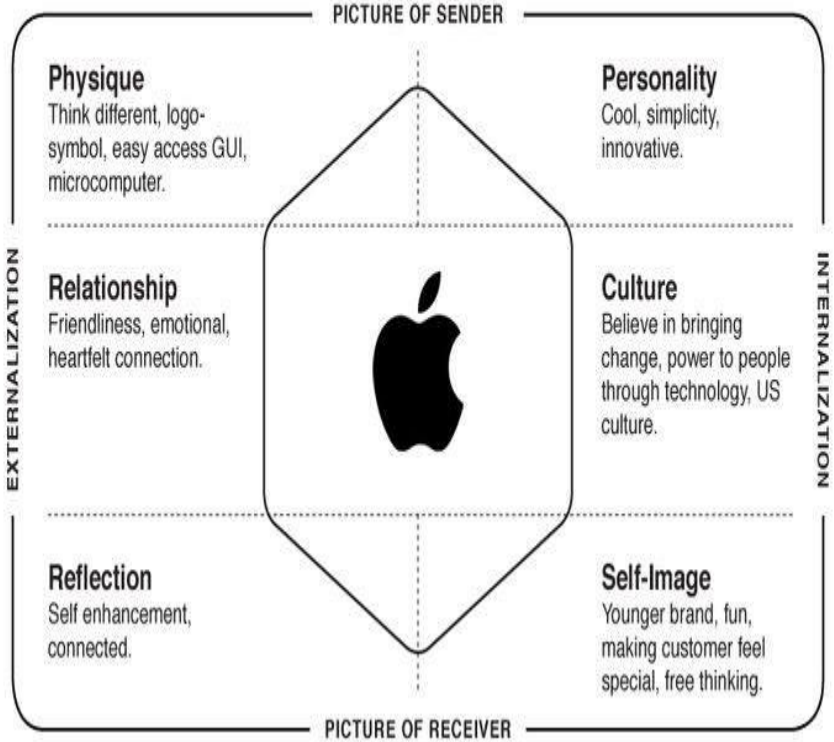
A BRAND PERSONALITY FRAMEWORK



BRAND IDENTITY PRISM



BRAND IDENTITY PRISM



	BRAND IDENTITY	BRAND IMAGE
Style	European Chic, Fashion Forward, Fast Fashion	Trendy, Fashionable, Casual, Plain & Simple Designs, Boring, Always the Same,
Value	Value for Money	Value for Money
Price	Low Cost	Cheap, Low Cost
Quality	Quality at the Right Price	Questionable Quality
Convenience	Convenient, Reliable, Something for Every Occasion	Good Store Locations, Variety
Social Appeal	Social Acceptance, Easy to Keep Up With the Trends	Enhanced Self Esteem, Part of a Community, Self Fulfillment

ZARA BRAND PERSONALITY
AAKER MODEL

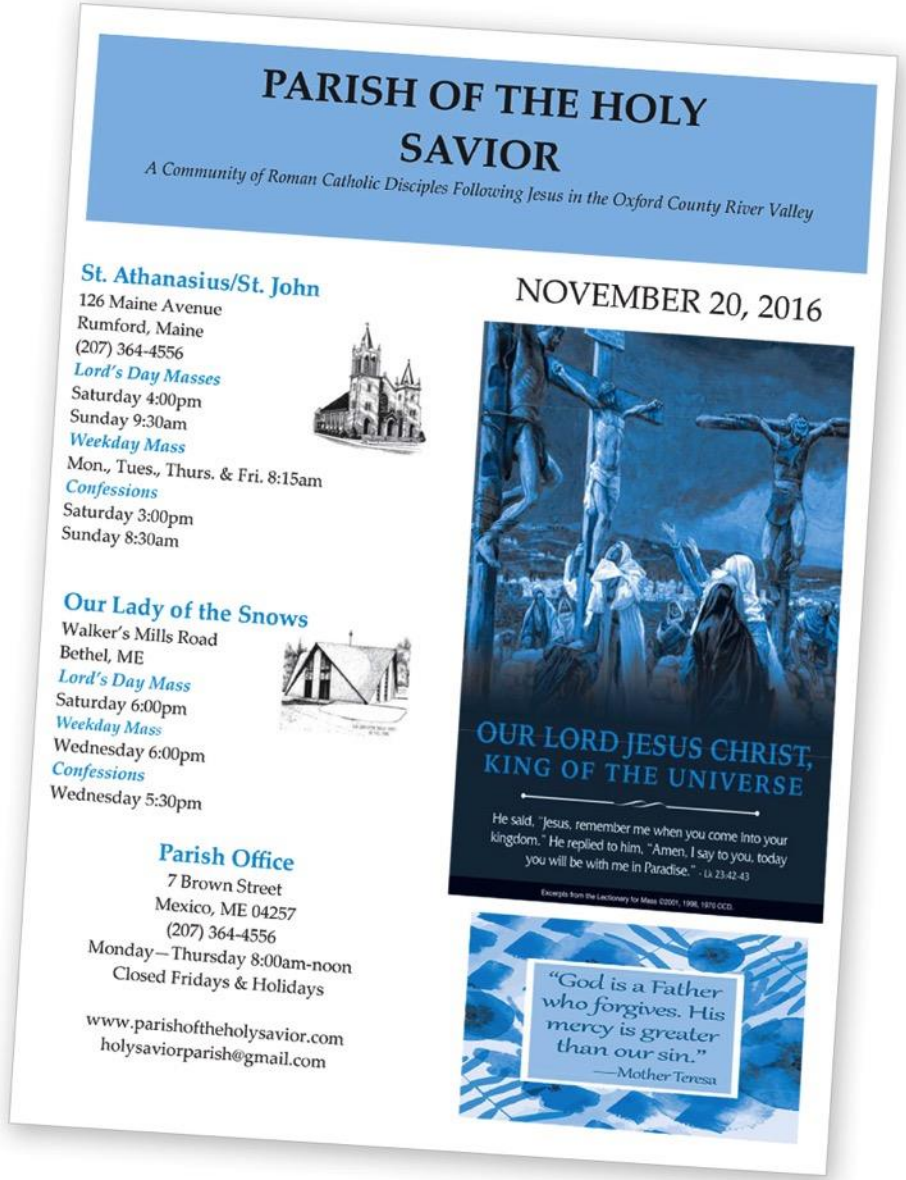
EXCITEMENT 4.2	COMPETENCE 3	SOPHISTICATION 3.9	RUGGEDNESS 1.2
❖IMAGINATIVE ❖UP TO DATE ❖SPIRITED ❖DARING	❖RELIABLE ❖SUCCESSFUL ❖INTELLIGENT ❖CONFIDENT	❖UPPER CLASS ❖CHARMING ❖GLAMOROUS	❖WESTERN ❖OUTDOORSY

ZARA

Sample of Rebranding Parish

BEFORE

HOLY SAVIOR SCHOOL



PARISH OF THE HOLY SAVIOR

A Community of Roman Catholic Disciples Following Jesus in the Oxford County River Valley

NOVEMBER 20, 2016

St. Athanasius/St. John
126 Maine Avenue
Rumford, Maine
(207) 364-4556
Lord's Day Masses
Saturday 4:00pm
Sunday 9:30am
Weekday Mass
Mon., Tues., Thurs. & Fri. 8:15am
Confessions
Saturday 3:00pm
Sunday 8:30am

Our Lady of the Snows
Walker's Mills Road
Bethel, ME
Lord's Day Mass
Saturday 6:00pm
Weekday Mass
Wednesday 6:00pm
Confessions
Wednesday 5:30pm

Parish Office
7 Brown Street
Mexico, ME 04257
(207) 364-4556
Monday—Thursday 8:00am-noon
Closed Fridays & Holidays

www.parishoftheholysavior.com
holysaviorparish@gmail.com

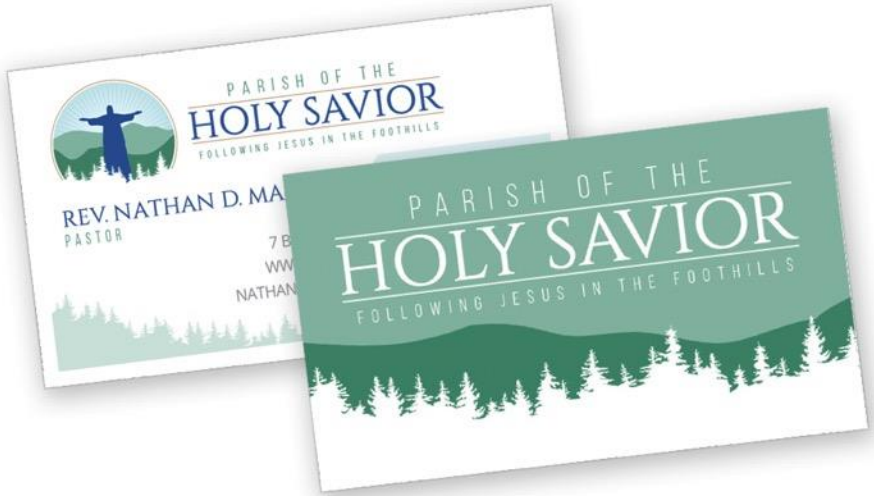
OUR LORD JESUS CHRIST, KING OF THE UNIVERSE

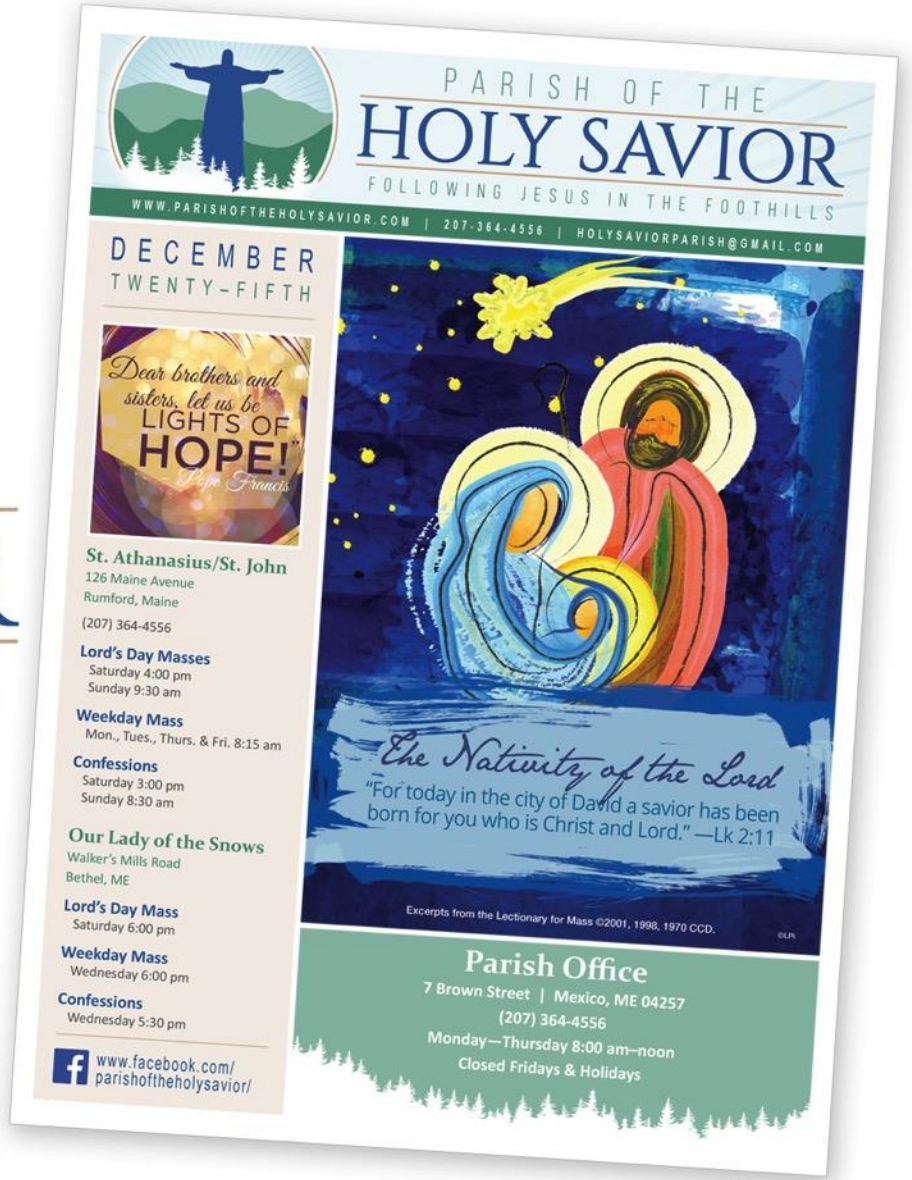
He said, "Jesus, remember me when you come into your kingdom." He replied to him, "Amen, I say to you, today you will be with me in Paradise." - Lk 23:42-43

"God is a Father who forgives. His mercy is greater than our sin."
—Mother Teresa

AFTER

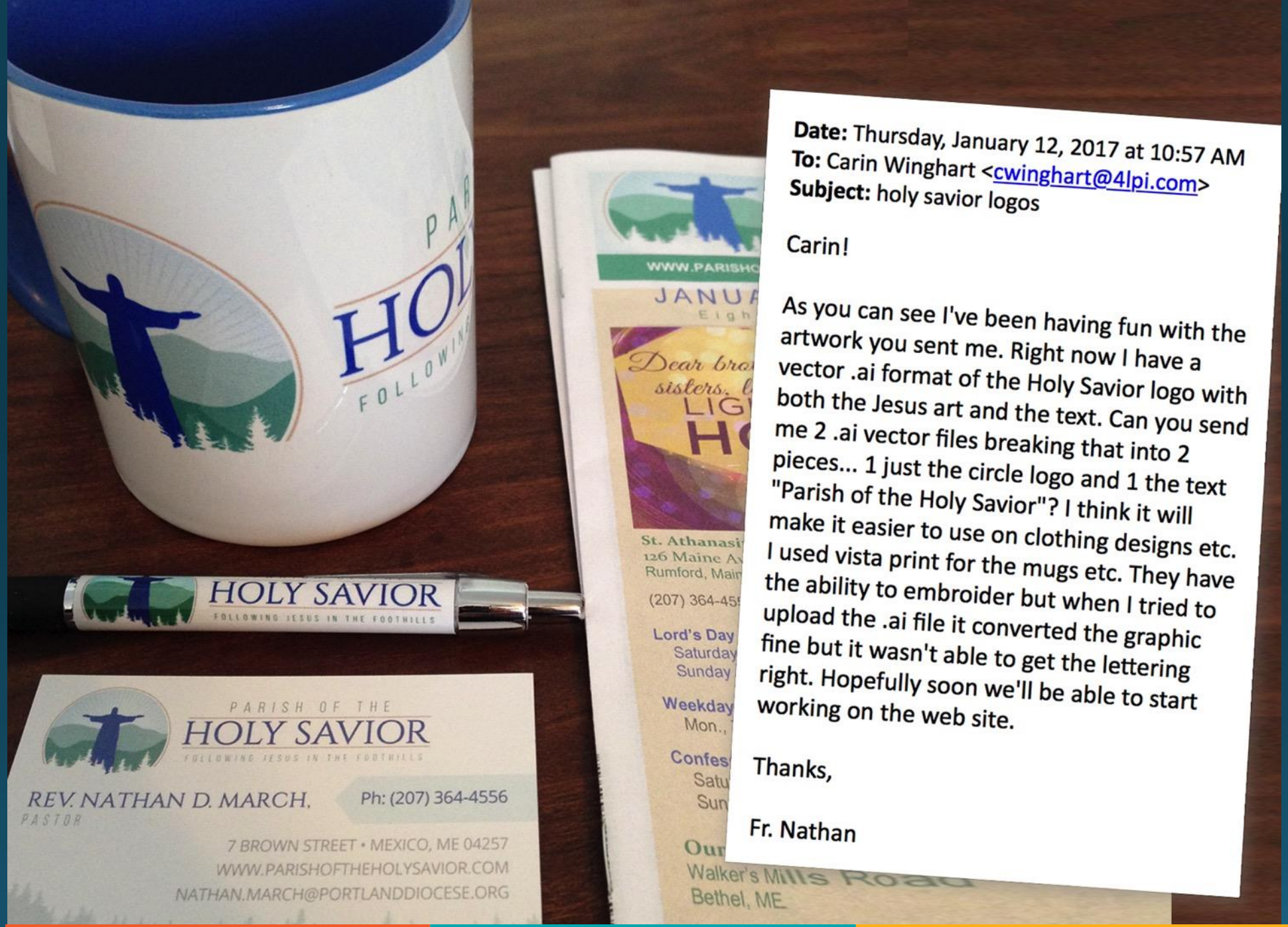
PARISH OF THE
HOLY SAVIOR
FOLLOWING JESUS IN THE FOOTHILLS





MOBILE APP

AT&T LTE 10:57 AM 75%
Monday 17
Messages
Calendar
Photos
Camera
Clock
Settings
Extras
App Store
Contacts
Calculator
FaceTime
Facebook
Parish of the Holy Savior
Phone
Safari
Mail
PARISH OF THE
HOLY SAVIOR
FOLLOWING JESUS IN THE FOOTHILLS
4:21 PM
Parish of the Holy Savior
Messages
Mass Times
Contact Us
Giving
Bulletins
Events
Staff
Blogs
Readings


HOLY SAVIOR
FOLLOWING JESUS IN THE FOOTHILLS
PARISH OF THE
HOLY SAVIOR
FOLLOWING JESUS IN THE FOOTHILLS
REV. NATHAN D. MARCH,
PASTOR
Ph: (207) 364-4556
7 BROWN STREET • MEXICO, ME 04257
WWW.PARISHOFTHEHOLYSAVIOR.COM
NATHAN.MARCH@PORTLANDDIOCESE.ORG
Date: Thursday, January 12, 2017 at 10:57 AM
To: Carin Winghart <cwinghart@4lpi.com>
Subject: holy savior logos
Carin!
As you can see I've been having fun with the artwork you sent me. Right now I have a vector .ai format of the Holy Savior logo with both the Jesus art and the text. Can you send me 2 .ai vector files breaking that into 2 pieces... 1 just the circle logo and 1 the text "Parish of the Holy Savior"? I think it will make it easier to use on clothing designs etc. I used vista print for the mugs etc. They have the ability to embroider but when I tried to upload the .ai file it converted the graphic fine but it wasn't able to get the lettering right. Hopefully soon we'll be able to start working on the web site.
Thanks,
Fr. Nathan

BECAUSE VIBRANT CHURCHES MATTER

REBRANDING

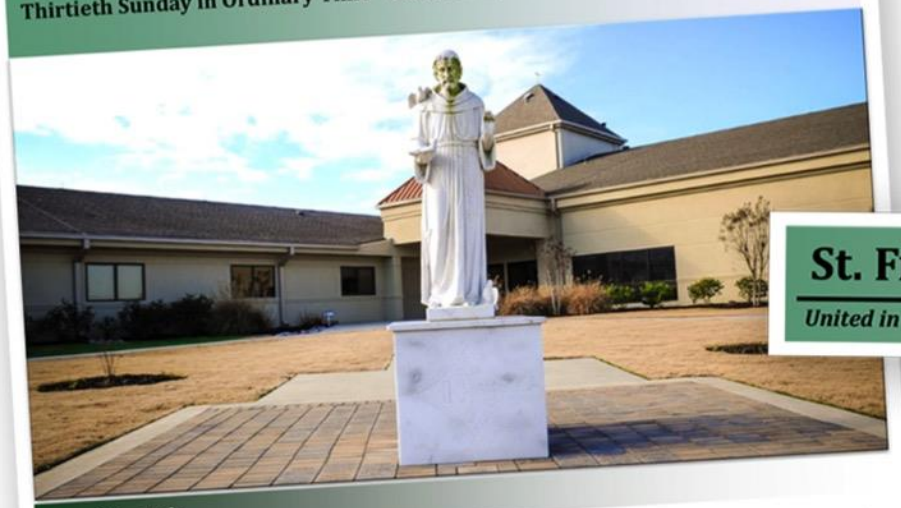
St. Francis of Assisi – Georgia

BEFORE

St. Francis of Assisi Catholic Church

United in our Catholic faith, we strive to love and serve God as Jesus did.

Thirtieth Sunday in Ordinary Time · October 23, 2016



Mass Schedule

Saturday Vigil	5:00 pm
	7:00 pm (Español)
Sunday	8:00 am
	10:00 am
	12:00 pm (Español)
Tuesday to Saturday	8:30 am

The Sacrament of Reconciliation
Saturday 3:30 pm to 4:30 pm

Adoration
Fridays 9:00 am to 7:00 pm

Communion Service
Monday 8:30 am

Parish Office Contact Numbers

Pastor
Rev. Juan F. Anzora (770) 382-4549 x11
Sacramental Emergency (678) 558-1331

Deacons
Rev. Mr. Miguel Echevarría (770) 382-4549 x12
Rev. Mr. Tom Coffey (770) 382-4549 x12

Business Manager
Debi Borgelt (770) 382-4549 x15

Parish Secretary
Laura Adams (770) 382-4549 x10

Director of Faith Formation
Amy Toft (770) 382-4549 x20

Faith Formation and Quinceañeras
Amparo Paniagua (770) 382-4549 x16

Youth Minister
Leah Adams (770) 382-4549 x17

Director of Parish Life
Maria Moeakiola (770) 382-4549 x21

Building Management
Rodolfo Peña (770) 382-4549 x18

Music
Dian Hall (770) 546-6461
Robert Oliver (770) 310-5699
Cesar Roque (423) 903-6641

850 Douthit Ferry Road · Cartersville, GA 30120 · Phone: 770-382-4549 · Fax: 770-382-4506
Website-www.stfac.org · Facebook-St Francis of Assisi-Cartersville

St. Francis of Assisi Catholic Church

United in our Catholic faith, we strive to love and serve God as Jesus did.

AFTER

ST. FRANCIS of ASSISI
CATHOLIC CHURCH

WEBSITE

ST. FRANCIS of ASSISI
CATHOLIC CHURCH
UNITED IN OUR CATHOLIC FAITH, WE STRIVE TO LOVE AND SERVE GOD AS JESUS DID.
Home
Bulletin
Worship
Adoration Sign Up
Finance
Faith Formation
Ministries
Calendar
Español
Contact
Forms
Safe Environment
Photos
2017 Archbishop's Annual Appeal
ARCHBISHOP'S ANNUAL APPEAL 2017
Love your neighbor as yourself
A letter from Archbishop Gregory was mailed this past week to all previous donors to the Archbishop's Annual Appeal. He is asking for continued support of the many important programs that help thousands in our archdiocese each year. The goal for the 2017 appeal is $8,000,000 and the goal for … Continue reading →
K of C-Building the Domestic Church
K OF C
Knights of Columbus has always been an organization dedicated to the well-being and support of Catholic family life. We will be featuring a series titled 'Family Fully Alive' every month. Each series will feature themes and meditations which will ensure that our parish becomes a beacon of the new evangelization. …
Continue reading →
Amoris Laetitia-The Joy of Love
Pastoral Plan
Translate:
Select Language
Powered by Google Translate
Archbishop's Annual Appeal
ARCHBISHOP'S ANNUAL APPEAL 2017
Love your neighbor as yourself
OnlineGiving

MOBILE APP

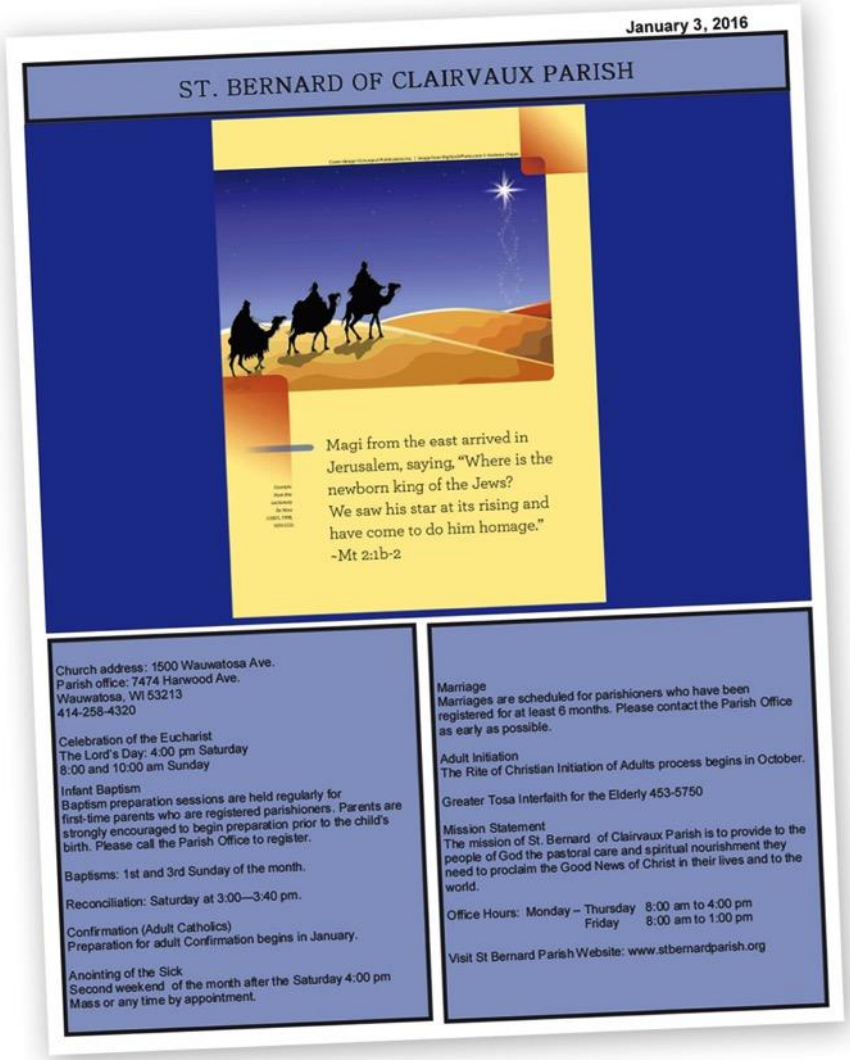
AT&T LTE 10:57 AM 75%
Messages
Monday 17
Calendar
Photos
Camera
Clock
Settings
Extras
App Store
Contacts
Calculator
FaceTime
Facebook
St. Francis
Phone
Safari
Mail
ST. FRANCIS of ASSISI
CATHOLIC CHURCH
AT&T LTE 2:58 PM 83%
St. Francis of Assisi Catholic Church
Messages
Mass Times
Contact Us
Bulletins
Staff
Prayers

BECAUSE VIBRANT CHURCHES MATTER

REBRANDING

St. Bernard's – Wisconsin

BEFORE



January 3, 2016

ST. BERNARD OF CLAIRVAUX PARISH

Magi from the east arrived in Jerusalem, saying, "Where is the newborn king of the Jews? We saw his star at its rising and have come to do him homage."
-Mt 2:1b-2

Church address: 1500 Wauwatosa Ave.
Parish office: 7474 Harwood Ave.
Wauwatosa, WI 53213
414-258-4320

Celebration of the Eucharist
The Lord's Day: 4:00 pm Saturday
8:00 and 10:00 am Sunday

Infant Baptism
Baptism preparation sessions are held regularly for first-time parents who are registered parishioners. Parents are strongly encouraged to begin preparation prior to the child's birth. Please call the Parish Office to register.

Baptisms: 1st and 3rd Sunday of the month.

Reconciliation: Saturday at 3:00—3:40 pm.

Confirmation (Adult Catholics)
Preparation for adult Confirmation begins in January.

Anointing of the Sick
Second weekend of the month after the Saturday 4:00 pm Mass or any time by appointment.

Marriage
Marriages are scheduled for parishioners who have been registered for at least 6 months. Please contact the Parish Office as early as possible.

Adult Initiation
The Rite of Christian Initiation of Adults process begins in October.

Greater Tosa Interfaith for the Elderly 453-5750

Mission Statement
The mission of St. Bernard of Clairvaux Parish is to provide to the people of God the pastoral care and spiritual nourishment they need to proclaim the Good News of Christ in their lives and to the world.

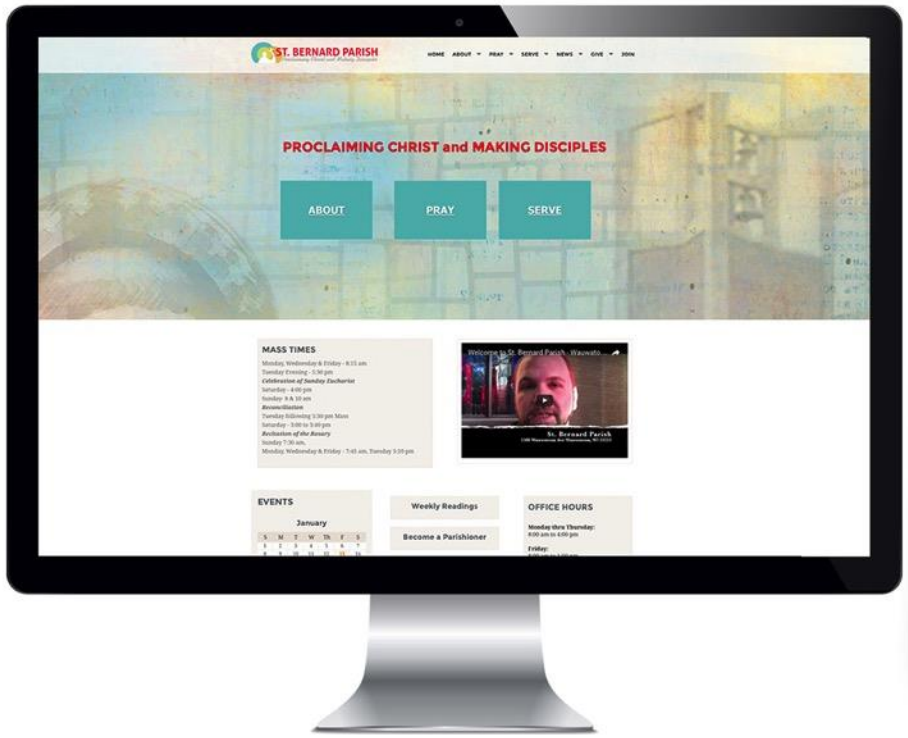
Office Hours: Monday – Thursday 8:00 am to 4:00 pm
Friday 8:00 am to 1:00 pm

Visit St Bernard Parish Website: www.stbernardparish.org

AFTER

ST. BERNARD PARISH

Proclaiming Christ and Making Disciples



BECAUSE VIBRANT CHURCHES MATTER

REBRANDING

St. Brigid – California

BEFORE

AFTER

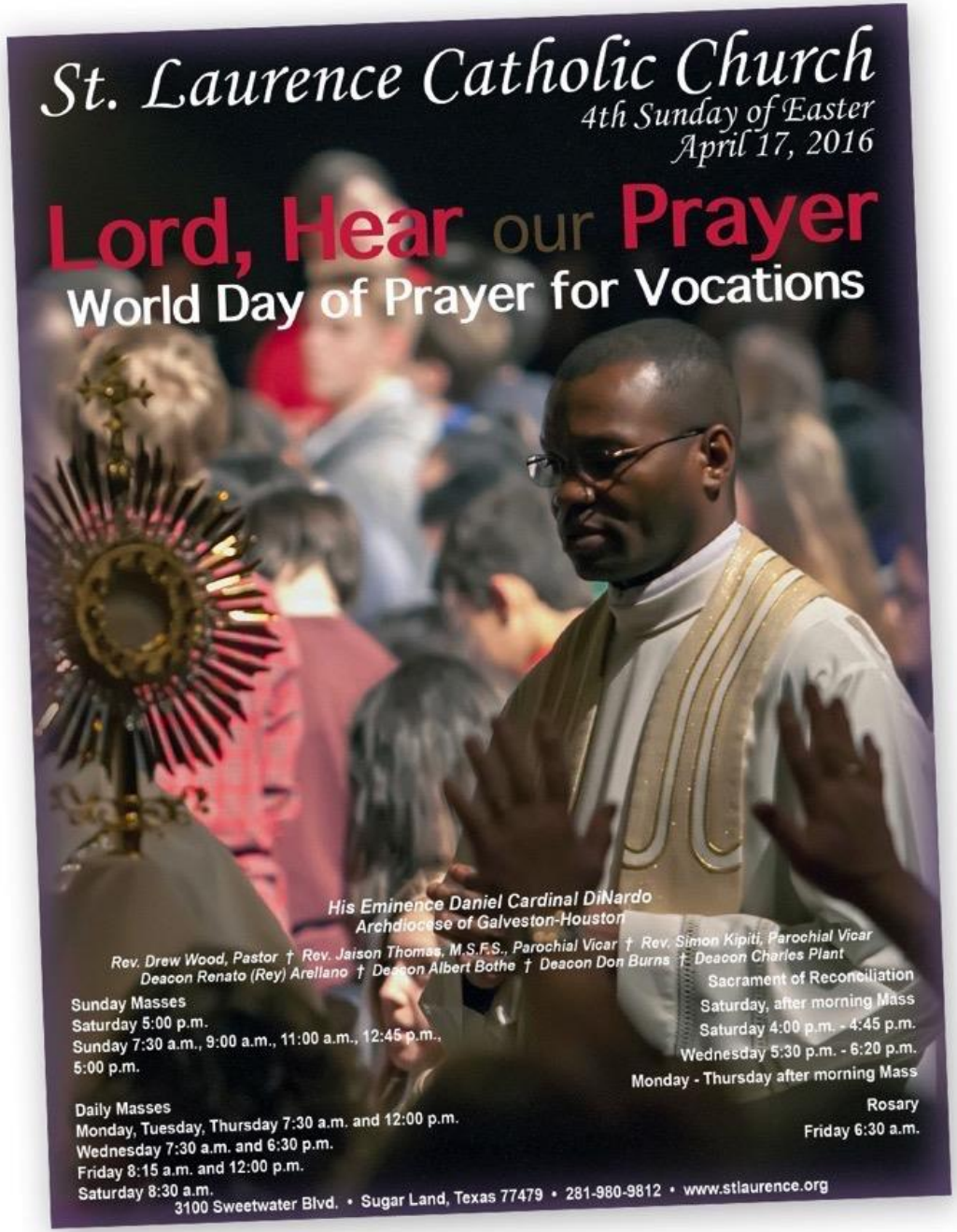
ST. BRIGID PARISH
ENCOUNTER
LOVE
SERVE
JESUS
ONE ANOTHER
THE WORLD

BECAUSE VIBRANT CHURCHES MATTER

REBRANDING

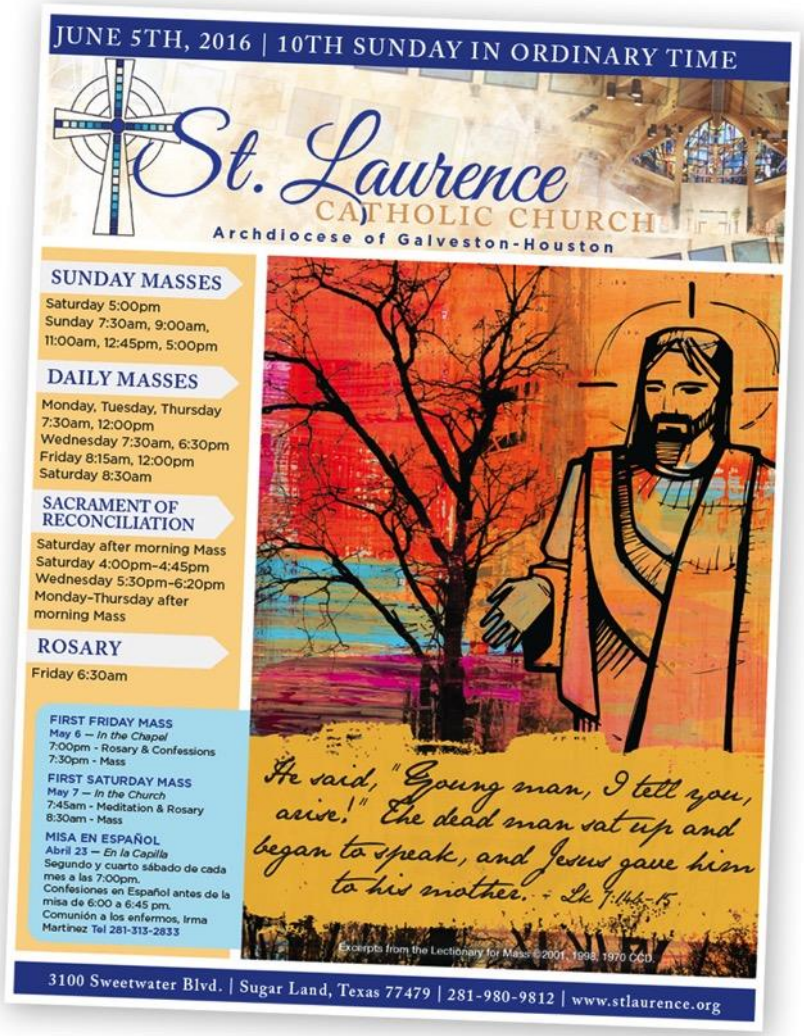
St. Laurence – Texas

BEFORE


St. Laurence Catholic Church
4th Sunday of Easter
April 17, 2016
Lord, Hear our Prayer
World Day of Prayer for Vocations
His Eminence Daniel Cardinal DiNardo
Archdiocese of Galveston-Houston
Rev. Drew Wood, Pastor † Rev. Jaison Thomas, M.S.F.S., Parochial Vicar † Rev. Simon Kipiti, Parochial Vicar
Deacon Renato (Rey) Arellano † Deacon Albert Bothe † Deacon Don Burns † Deacon Charles Plant
Sunday Masses
Saturday 5:00 p.m.
Sunday 7:30 a.m., 9:00 a.m., 11:00 a.m., 12:45 p.m., 5:00 p.m.
Daily Masses
Monday, Tuesday, Thursday 7:30 a.m. and 12:00 p.m.
Wednesday 7:30 a.m. and 6:30 p.m.
Friday 8:15 a.m. and 12:00 p.m.
Saturday 8:30 a.m.
Sacrament of Reconciliation
Saturday, after morning Mass
Saturday 4:00 p.m. - 4:45 p.m.
Wednesday 5:30 p.m. - 6:20 p.m.
Monday - Thursday after morning Mass
Rosary
Friday 6:30 a.m.
3100 Sweetwater Blvd. • Sugar Land, Texas 77479 • 281-980-9812 • www.stlaurence.org

AFTER

St. Laurence
CATHOLIC CHURCH



BECAUSE VIBRANT CHURCHES MATTER

REBRANDING

Blessed Miriam Teresa – New Jersey

BEFORE

Blessed Miriam Teresa Demjanovich Parish

Established January 1, 2016

January 22, 2017

St. Mary, Star of the Sea Church
326 Avenue C, Bayonne, NJ
Established 1861

St. Andrew the Apostle Church
2 West 4th Street, Bayonne, NJ
Established 1914

EUCHARISTIC LITURGIES:

Sundays:	7:30am, 10:30am, 1:30pm (Spanish)
Mon.—Fri.:	6:30am
Holy Days:	6:30am

Saturday:	4:00pm (anticipated)
Sundays:	9:00am, 12:00 Noon
Mon.—Sat.:	9:00am
Holy Days:	9:00am, 7:00pm

PARISH OFFICES:

326 Avenue C
Bayonne, NJ 07002

(201) 437-4090
(201) 437-0388 (fax)

Monday—Friday 9:30am—6:00pm
Saturday and Sunday Closed
secretary@BMTParish.org

RECONCILIATION

Saturdays: 3:00pm-4:00pm—St. Andrew
or by appointment

PARISH STAFF

Rev. Peter Wehrle	Pastor
Rev. Philip Sanders	Parochial Vicar
Rev. Msgr. Joseph Reilly	Weekend Assistant
Ray Bober	Music Director
Philomena Coco	Faith Formation
Patrick Costello	Parish Trustee
Vivian Crespo	Office Manager
Janet Cymbor	Parish Trustee
Katelyn Perri	Cantor
Ann Marie Skowronski	Bookkeeper
Steven Spinosa	Choir Director

BAPTISM

Children of registered parishioners are eligible for the Sacrament of Baptism which is celebrated on the 2nd Sunday of the month (alternating between St. Mary and St. Andrew) except during the Lenten season. Contact us via email at baptism@BMTParish.org.

PASTORAL CARE FOR THE SICK

Any parishioner unable to attend Mass may contact the rectory to make arrangements to receive the Eucharist at home.

MARRIAGES

Arrangements should be started at least one year in advance for the necessary preparation. Parish registration of either the Bride or Groom is required.

PARISH REGISTRATION

Registration is required of all who wish to consider themselves parishioners at Blessed Miriam Teresa Demjanovich Parish. Census forms and collection envelopes are available at the office.

ELEMENTARY SCHOOL

All Saints Catholic Academy (201) 443-8384
Sr. Rita Marie Fritzen, OSF Principal
19 West 13th Street

DEVOTIONS

St. Jude Novena	Mondays after the 6:30 Mass
Miraculous Medal Novena	Tuesdays after the 9:00 Mass
Morning Prayer	Weekdays after the 6:30 Mass
	Weekdays before the 9:00 Mass
Communal Rosary	Weekdays after the 9:00 Mass
1st Friday Exposition	7:00am—12:00 noon (St. Mary)

AFTER

BLESSED MIRIAM TERESA
Following Christ Together

BLESSED
MIRIAM
TERESA
Following Christ Together

BECAUSE VIBRANT CHURCHES MATTER

REBRANDING

St. Teresa of Calcutta– Wisconsin

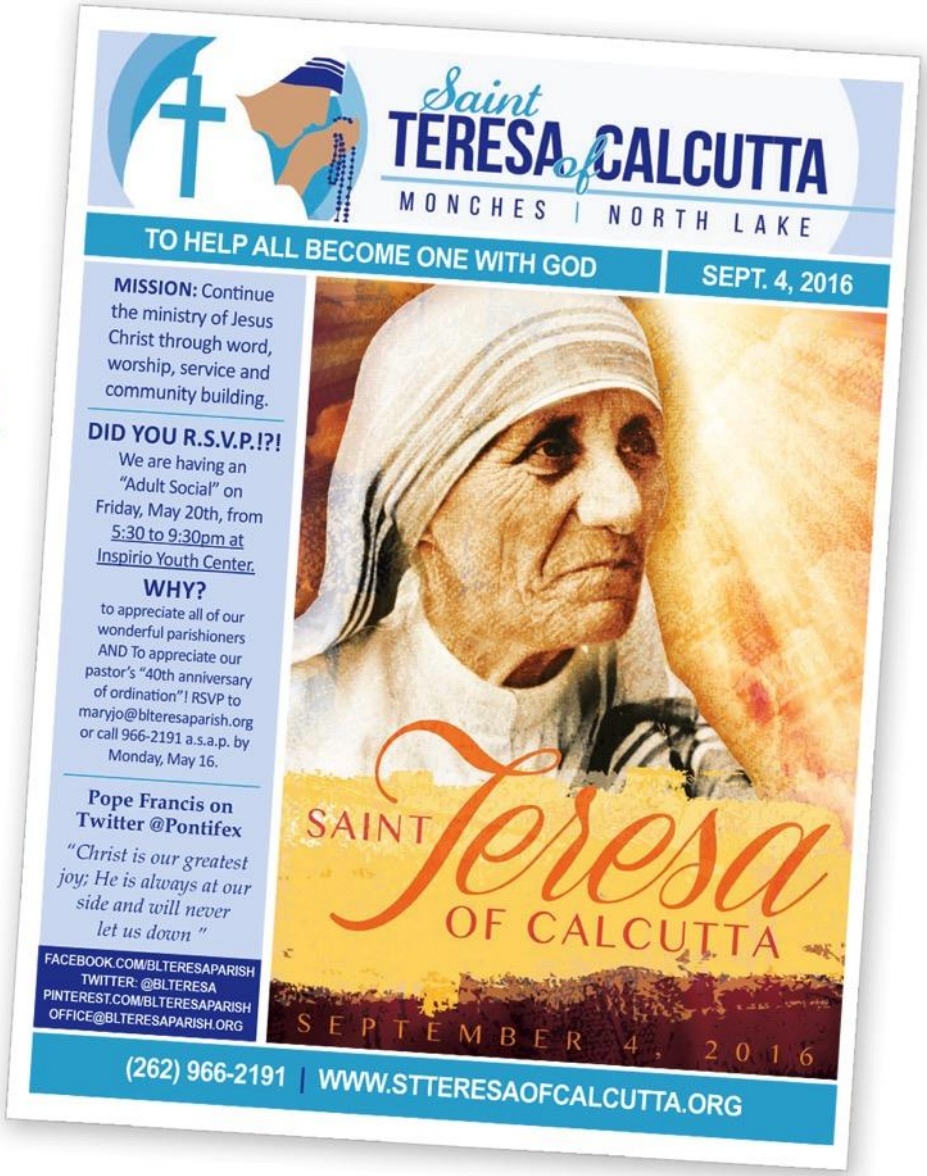
BEFORE

BLESSED
Teresa of Calcutta
MONCHES
NORTH LAKE

Pentecost Sunday † May 15, 2016
BLESSED
Teresa of Calcutta
MONCHES
NORTH LAKE
Mailing Address:
P. O. Box 68
North Lake, WI 53064
Office: (262) 966-2191
Religious Edu: (262) 966-7010
office@blteresaparish.org
www.blteresaparish.org
Our Parish Vision Statement: Help all become one with God.
Mission: Continue the ministry of Jesus Christ through word, worship, service and community building.
Jesus said to his disciples: "Whoever loves me will keep my word, and my Father will love him, and we will come to him and make our dwelling with him." - Jn 14:23
Excerpts from the Lectionary for Mass ©2001, 1998, 1970 CCD
PARISH STAFF
PARISH OFFICE HOURS
Monday to Thursday: 8:30 am to 4:30 pm
Fax Number: 262-966-1829
Voicemail Prompts: #2 - Parish Office, #3 - Christian Formation, #4 - Fr. Bill, #5 - Mass Times, #6 - Directions
Fr. Bill Stanfield, Pastor.....966-2191 ext. 105
pastor@blteresaparish.org
Rectory.....966-3706
Assisting Clergy.....Fr. Dennis Klemme
Deacon
Allen Olson.....262-361-8084
olsona@archmil.org
Director of Administrative Services
Rick Berger.....966-2191, ext. 102
rick@blteresaparish.org
Director of Liturgy & Music
Kay Moen.....966-2191, ext. 104
kay@blteresaparish.org
Director of Evangelization & Stewardship
Chris Slowinski.....966-2191, ext. 130
chris@blteresaparish.org
Administrative Assistant
Mary Jo Romportl.....966-2191, ext. 103
maryjo@blteresaparish.org
Health Ministry
Annie Schroeder.....966-2191
schroeder@execpc.com
Bookkeeper/Bulletin
Roberta Schaefer.....966-2191, ext. 106
roberta@blteresaparish.org
Graphic Design / Web Administrator
Joe Haizel..... joe@blteresaparish.org
Maintenance
Mike O'Driscoll.....262-354-4349
Christian Formation Office
Director of Religious Education
Karin Frederickson.....966-7010, ext. 127
karin@blteresaparish.org
Middle/High School Coordinator
Denise Wiskow.....966-7010, ext. 129
denise@blteresaparish.org
Christian Formation Secretary
Lisa Johnson.....966-7010, ext. 125
lisa@blteresaparish.org
Prayer Chain.....538-3813
jacyntha@voyager.net
SVDP/North Lake Food Pantry..414-418-9783
Open: Tuesday & Saturday, 8:30 to 9:30 am
Facebook.com/blteresaparish
Twitter: @BlTeresa
Pinterest.com/blteresaparish
Pope Francis on Twitter @Pontifex
"Christ is our greatest joy; He is always at our side and will never let us down"
W314 N7462 State Road 83, North Lake † W302 N9583 O'Neil Road, Monches

AFTER

Saint TERESA of CALCUTTA



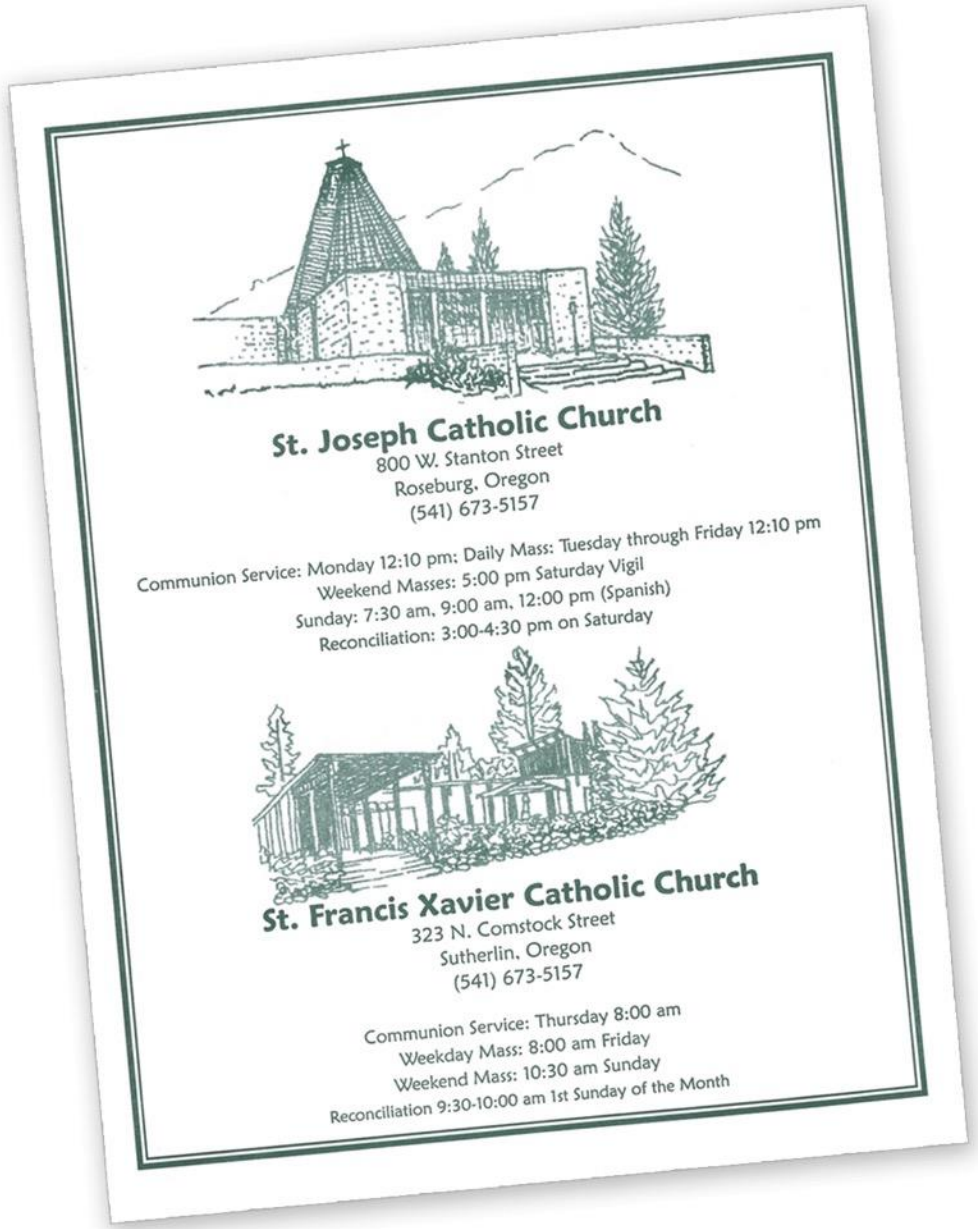
WEBSITE & FACEBOOK

BECAUSE VIBRANT CHURCHES MATTER

REBRANDING

St. Joseph/St. Francis – Oregon

BEFORE



St. Joseph Catholic Church

800 W. Stanton Street
Roseburg, Oregon
(541) 673-5157

Communion Service: Monday 12:10 pm; Daily Mass: Tuesday through Friday 12:10 pm
Weekend Masses: 5:00 pm Saturday Vigil
Sunday: 7:30 am, 9:00 am, 12:00 pm (Spanish)
Reconciliation: 3:00-4:30 pm on Saturday

St. Francis Xavier Catholic Church

323 N. Comstock Street
Sutherlin, Oregon
(541) 673-5157

Communion Service: Thursday 8:00 am
Weekday Mass: 8:00 am Friday
Weekend Mass: 10:30 am Sunday
Reconciliation 9:30-10:00 am 1st Sunday of the Month

AFTER

BECAUSE VIBRANT CHURCHES MATTER

ASK 10 QUESTIONS

BECAUSE VIBRANT CHURCHES MATTER

1) How do people to feel when they interact with you or see your parish brand in the community?
2) What do you really want to change?
3) What five descriptive words best describe your parish?
4) How would you describe your parish in just one word?
5) What one thing makes your parish extraordinary?
6) Do you consistently telling the same parish story across your digital and print communications?
7) What are the strengths of your parish?
8) Do you have a short mission statement or tagline that everyone can easily recite?
9) Does your brand attract people?
10) Is your brand less about you and more about your parish?

LPi
BECAUSE VIBRANT CHURCHES MATTER
JESUS KNEW THE POWER OF A BRAND

Homework

Designing A4 Newsletter about 80th year anniversary of SSRU following samples of above slides

Pricing Strategies

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Penetration Pricing

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Penetration Pricing

- Prices set to 'penetrate the market'
- 'Low' price to secure high volumes
- Typical in mass market products – chocolate bars, food stuffs, household goods, etc.
- Suitable for products with long anticipated life cycles
- May be useful if launching into a new market

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Market Skimming

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Market Skimming

- High price, Low volumes
- Skim the profit from the market
- Suitable for products that have short life cycles or which will face competition at some point in the future (e.g. after a patent runs out)
- Examples include: Playstation, jewellery, digital technology, new DVDs, innovations and First to Market products etc.

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Value Pricing

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Value Pricing

- Price set in accordance with customer perceptions about the value of the product/service
- Examples include status products/exclusive products /art pieces

Companies may be able to set prices according to perceived value.

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Loss Leader

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Loss Leader

- Goods/services deliberately sold below cost to encourage sales elsewhere
- Typical in supermarkets, e.g. at Christmas, selling bottles of gin at R30 in the hope that people will be attracted to the store and buy other things
- Purchases of other items more than covers 'loss' on item sold
- e.g. 'Free' mobile phone when taking on contract package

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Psychological Pricing

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Psychological Pricing

- Used to play on consumer perceptions
- Classic example - R9.99 instead of R10.99!
- Links with value pricing – high value goods priced according to what consumers THINK should be the price

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Competitor Pricing(Going Rate)

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Competitor Pricing (Going Rate)

- In case of a price leader, rivals have difficulty in competing on price – too high and they lose market share, too low and the price leader would match price and force smaller rival out of market
- In this strategy, we are compelled to follow pricing leads of rivals especially where those rivals have a clear dominance of market share
- Where competition is limited, 'going rate' pricing may be applicable – banks, petrol, supermarkets, electrical goods – find very similar prices in all outlets

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Predatory Pricing

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Destroyer/Predatory Pricing

- Deliberate price cutting or offer of 'free gifts/products' to force rivals (normally smaller and weaker) out of business or prevent new entrants
- Flooding the market with cheap (often imported) goods
- Anti-competitive and illegal if it can be proved

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Contribution Pricing

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Contribution Pricing

- **Contribution = Selling Price – Variable (direct costs)**
- Prices set to ensure coverage of variable costs and a 'contribution' to the fixed costs/overheads
- Similar in principle to cost-plus pricing
- Every product sold gives back a contribution towards covering the running costs of the business
- Break-even analysis might be useful in such circumstances

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Cost-Plus Pricing

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Cost-Plus Pricing

- The cost of the product + mark-up = selling price.
- You can do this by using a fixed percentage (150%, 200%) or a fixed markup (R10, R50, R500)
- The advantage of this method is that you are able to calculate your expected profit level very easily.
- The disadvantage is that it may be less, or more, than customers are willing to pay and, most importantly, some *hidden costs* may be forgotten and so the actual profit is less than you think *(or even a loss)*

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Influence of Elasticity

Price Elasticity:

- **Price elasticity of demand** (**PED**) is defined as the measure of responsiveness in the quantity demanded for a commodity as a result of change in price of the same commodity.
- **e.g.** A 4% rise in price would lead to sales falling by something more than 4%
  - Revenue would fall
- **e.g.** A 9% fall in price would lead to a rise in sales of something more than 9%
  - Revenue would rise

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