

PETER JONES'
ENTERPRISE AND ENTREPRENEURSHIP

Specsavers

Unit 14: Brand Development & Promotion

Complete unit

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Task 1:

Definition about Marketing Communications

Kotler:

Definition

- **Marketing Communications Mix**
 - The specific mix of advertising, personal selling, sales promotion, and public relations a company uses to pursue its advertising and marketing objectives.

14 - 4

Goal 1: Know the tools of the marketing communications mix

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Task 1: Specsavers

Branding Mix:

Product Mix	Place Mix	Price Mix	Promotion Mix
<ul style="list-style-type: none"> - Quality - Design - Variety - Branding - Features - Packaging - Warranty - Service 	<ul style="list-style-type: none"> - Agent - Wholesaler - Retailer - Warehousing - Transportation - Inventory Management 	<ul style="list-style-type: none"> - Price of substitute goods - Commission - Discount - Terms of sales - Allowances 	<ul style="list-style-type: none"> - Personal selling - Sales promotion - Advertising - Public relation - Publicity

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Task 1: Specsavers


Kotler & Armstrong 2012:

Carefully blended mix of promotion tools

Advertising, Personal selling, Sales promotion, Public relations, Direct marketing

Consistent, clear, and compelling company and brand messages

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Task 1: 

Nieuwe denken anno 2015:

THE 4Ps ARE OUT, THE 4Es ARE IN

By Brian Fetherstonhaugh

If there has ever been a time for change in marketing, this is it.



Task 1: 

Nieuwe denken anno 2015, hoe te doen?:


- from **Product** to **Experience**
- from **Place** to **Everyplace**
- from **Price** to **Exchange**
- from **Promotion** to **Evangelism**



The intersection of a brand's best self with a cultural truth is where you find the energy and passion – we call it The big idea.™



Task 1:




EXPERIENCE Discover and map out the full Customer Journey on your own brand – in your own country.


EVERYPLACE Develop your knowledge of new media and channels the way a chef masters new ingredients. Try new things – do something that doesn't start with TV or print.

EXCHANGE Appreciate the value of things, not just the cost. Start by calculating the value of your customers – and what their attention, engagement and permission are worth to you.

EVANGELISM Find the passion and emotion in your brand. Inspire your customers and employees with your passion.



Task 2:




Branding?:

What is Branding?

There are many different definitions of a brand, the most effective description however, is that **a brand is a name or symbol that is commonly known to identify a company or its products and separate them from the competition.**

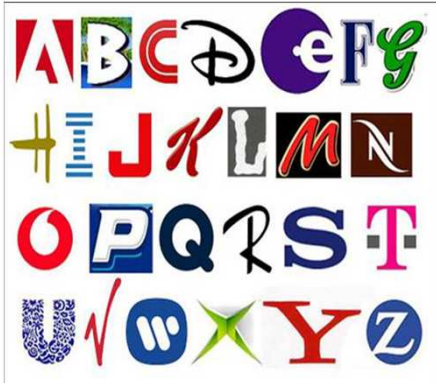
A well-known brand is generally regarded as one that people will recognize, often even if they do not know about the company or its products/services. These are usually the businesses name or the name of a product, although it can also include the name of a feature or style of a product.

The overall 'branding' of a company or product can also stretch to a logo, symbol, or even design features (e.g. Regularly used colors or layouts, such as red and white for Coca Cola.) that identify the company or its products/services.



Task 3: Specsavers

Branding video: http://youtu.be/9_XWp5fnXKc



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Task 2: Specsavers

Brand Development:

$$\begin{array}{ccccccc} \text{[Grey Box]} & + & \text{[Grey Box]} & + & \text{[Grey Box]} & = & \text{[Red Box]} \\ \text{product} & & \text{positionering} & & \text{persoonlijkheid} & & \text{brand character} \end{array}$$

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Task 2:

Brand Development by Dibb (1997) and Kotler (1999):

Categories of brands by ownership


Manufacturer brands	Own label brands	Generic brands	Licensed brands	Combination of brands
Initiated and owned by producers	Initiated and owned by resellers	Indicates only the product category, does not include the company name or other identification terms	use of names or symbols of other manufacturers often used in fashion and luxury goods industry	brands (co-branding, co-operation of two manufacturers of branded goods for one product)

Task 2:

Brand Development by Dibb (1997):


Structures of brands

Individual brands	Family branding	Line family branding	Brand extension branding
naming each product differently	branding all products with the same name	family brand for all products of a line	brands (co-branding, co-operation of two manufacturers of branded goods for one product)

Task 2: 

Brand Development Process:

	Internal	External
Fixed	Brand Vision What do we want our brand to become?	Brand Promise What is our commitment to customers?
Variable	Brand Delivery How do we intend to fulfill our commitment and what actions will we take?	Brand Positioning How do we want to be perceived and what's our competitive advantages?



Task 2: 

How can branding benefit my business?

- **Recognition & Loyalty**
- **Image of Size**
- **Image of Quality**
- **Image of Experience & Reliability**
- **Multiple Products**



<http://bcove.me/o51d4e8m>



Task 2:

The 5 drivers:

Creating Brand Insistence

EMOTIONAL CONNECTION
Does your brand connect with people on an emotional level?

1

VALUE
Does your brand deliver a good value for the price?

2

RELEVANT DIFFERENTIATION
• Proof points • Reasons to believe
THE LEADING EDGE INDICATOR OF FUTURE MARKET SHARE AND PROFITABILITY
Is your brand unique or different in customer-relevant, customer-compelling ways?

5

THE 5 DRIVERS

ACCESSIBILITY
Do customers and potential customers perceive your brand to be convenient?

3

AWARENESS
THE CORNERSTONE OF STRONG BRANDS
Are your target customers and key stakeholders aware of your brand?
Is it the first one that comes to their minds?

4

Task 2:

Benefits of a brand for	
Sellers	Customers
<ul style="list-style-type: none"> • Identifies the companies products, makes repeat purchases easier • Facilitates promotion efforts • Fosters brand loyalty – stabilises market share • Allows to charge premium prices and thus to get better margins • Allows to extend the brand to new products, new markets and to new geographic areas • Can communicate directly with the customer, reach over the shoulder of the retailer • More leverage with middlemen • Is more resistant to price competition • Can have a long life • Is more forgiving of mistakes 	<ul style="list-style-type: none"> • Helps identify products • Helps evaluate the quality of a product • Helps to reduce perceived risk in buying, provides assurance of quality, reliability etc. • Is dependable (consistent in quality) • May offer psychological reward (status symbol) • "rout map" through a range of alternatives • Saves customer time • Is easier to process mentally

Task 3: Specsavers

Steps of Loyalty:

LOYALTY: SEVEN STEPS TO HEAVEN

7 TH (heaven)	RAVING FAN! sell for you!	conversion
6 TH	ADVOCATE tell others about you	leads
5 TH	MEMBER feel belonging	no. of orders
4 TH	CUSTOMER bought again	
3 RD	SHOPPER bought something	conversion
2 ND	PROSPECT supplied details	leads
1 ST	SUSPECT fit your market	

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Task 3: Specsavers

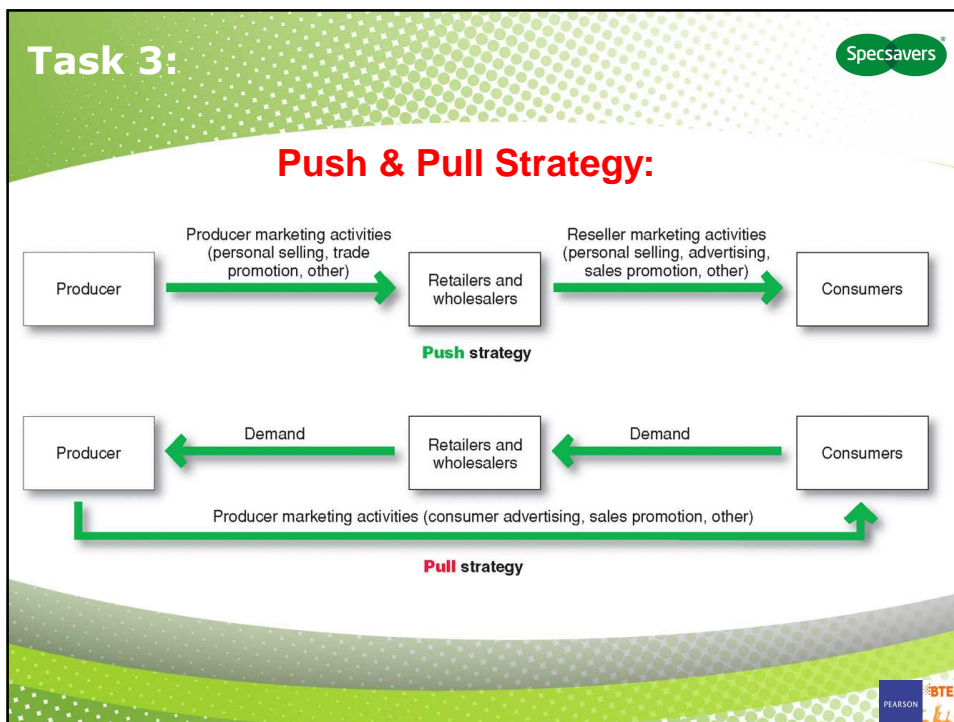
Marketing Strategy:

```

    graph TD
      CS[Corporate Strategy] --> CO[Corporate Objectives]
      CO --> MS[Marketing Strategy]
      MS --> MP[Marketing Plan]
      MP --> Product
      MP --> Price
      MP --> Place
      MP --> Promotion
      Product --> Advertising
      Product --> Packaging
      Price --> Personal Selling
      Price --> Sponsorship
      Place --> Publicity
      Place --> Sales Promotion
      Promotion --> Exhibitions
    
```

Fig.5.9 : The Promotions mix and its contribution to marketing strategy

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Task 3:

MARKETING 1.0 vs MARKETING 2.0 vs MARKETING 3.0

	MARKETING 1.0 Product-centric Marketing	MARKETING 2.0 Customer-oriented Marketing	MARKETING 3.0 Value-driven Marketing
Objective	Sell products	Satisfy and retain the consumers	Make the world a better place
Enabling Forces	Industrial Revolution	Information Technology	New Wave Technology
How companies see the market	Mass Buyers with Physical Needs	Smarter Consumer with Mind and Heart	Whole Human with Mind, Heart, and Spirit
Key marketing concept	Product development	Differentiation	Values
Company marketing guidelines	Product specification	Corporate and Product Positioning	Corporate, Vision, Values
Value propositions	Functional	Functional and Emotional	Functional, Emotional, and Spiritual
Interaction with consumers	One-to-Many Transaction	One-to-One Relationship	Many-to-Many Collaboration

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Task 3:

In Kotler terms:

INDIVIDUAL →

↓ COMPANY

	Mind	Heart	Spirit
Mission (Why) 	Deliver SATISFACTION	Realize ASPIRATION	Practice COMPASSION
Vision (What) 	ProfitAbility	ReturnAbility	SustainAbility
Values (How) 	Be BETTER	DIFFERENTIATE	Make a DIFFERENCE

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Task 3:

Marketingresearch based strategy:

Positioning Base Research

→

Positioning Qualitative Research

→

Positioning Quantitative Research

Evaluate

Value

Opportunity

Content Analysis

Relevance

Power

1st Qualitative

Language

Emotion

Positioning Opportunity Hypotheses

→

Expand & Refine Dimensions

→

Find Opportunity Dimensions

Positioning Strategy

Brand Promise

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Task 3: Specsavers

differentiation from competitors + **preference** among audience + **loyalty** from customers = **commercial brand success**

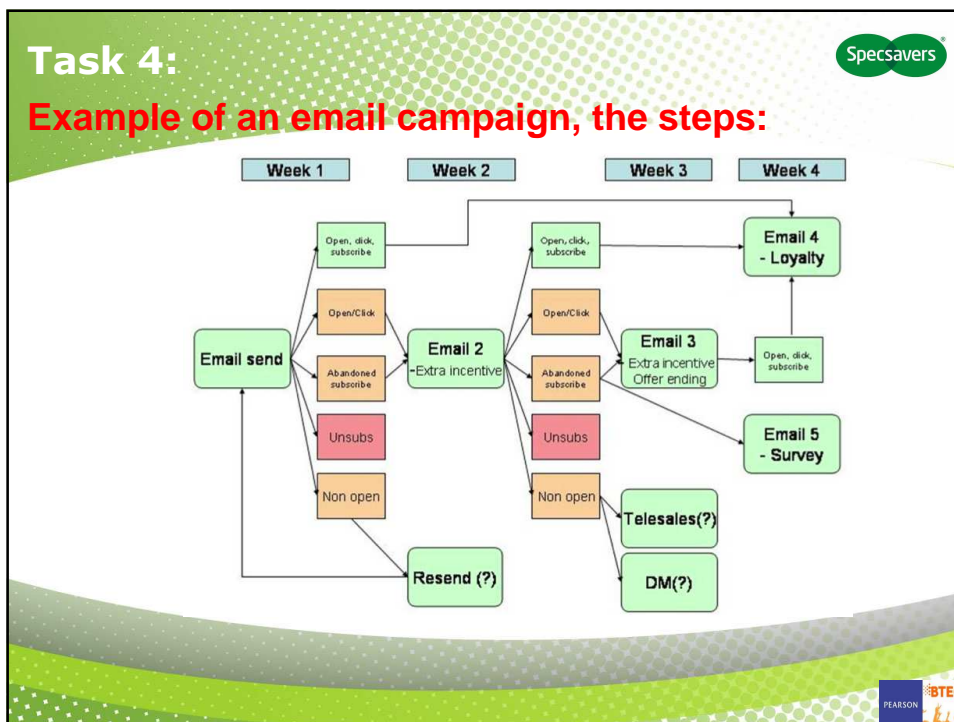
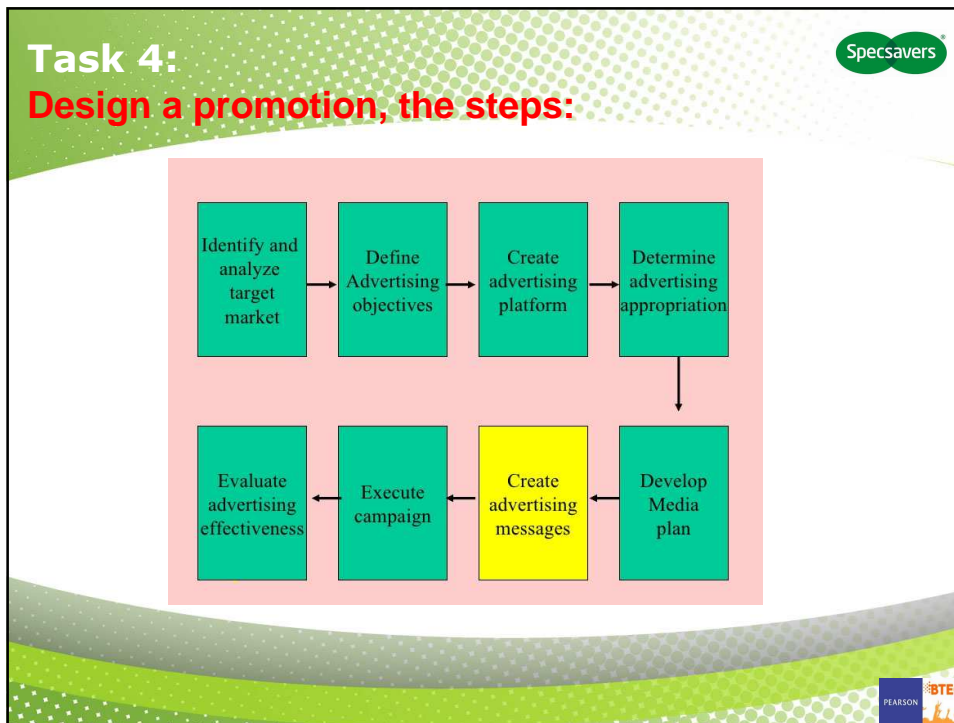
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Task 4: Specsavers
Design a promotion, the stages:

Response Hierarchy Models

Stages	AIDA Model	Hierarchy-of-Effects Model	Innovation-Adoption Model	Communications Model
Cognitive stage	Attention ↓	Awareness ↓ Knowledge ↓	Awareness ↓	Exposure ↓ Reception ↓ Cognitive response ↓
Affective stage	Interest ↓ Desire ↓	Liking ↓ Preference ↓ Conviction ↓	Interest ↓ Evaluation ↓	Attitude ↓ Intention ↓
Behavior stage	Action	Purchase	Trial ↓ Adoption	Behavior

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Task 4:

Examples of Specsavers:

Opticiens met afgeronde MBO/HBO opleiding

Opticien	Percentage
Van alle Specsavers opticiens	100%
Van de 45 ondervraagde Hans Anders opticiens	65% (29x)

Task 4:

Kritische noot:

Het marketingbeleid van Specsavers is voor een buitenstaander moeilijk te doorgronden. Enerzijds doet het bedrijf er met activiteiten als 'de brildrager van het jaar', collecties waar de naam van Nederlandse ontwerpers op staat en de sponsoring van televisieprogramma's, alles aan om cool over te komen, anderzijds laat het met een schreeuwerige aanval op Pearle en prijs vergelijkende reclame gebaseerd op een magere onderzoekje, maar weer eens zien toch vooral een ordinaire prijsvechter te zijn. Wat en wie wil het bedrijf nu eigenlijk bereiken?

Het lijkt erop dat het van alle (marketing)walletjes mee wil eten maar je mag toch aannemen dat de marketeers van het bedrijf weten dat zo'n strategie nooit succesvol zal zijn.

Bron: Vision today



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**Unit 14:
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Promotion**

Complete unit Finished / Think about the **deadline**

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