

# Advertising

# Challenges

The response to advertising is difficult to measure

- Other factors affect demand
- Response may not occur immediately

Incentive problems

- In one study of 81 winners of the Clio advertising award, 36 of the agencies involved had either lost the account or gone out of business.

Coordination problems

# Big Risks

1. A lot of money
2. No salvage value
3. You may not be advertising enough
4. Bad advertising is bad

# Your Responsibilities

1. Who is the target market?
2. What is your point of differentiation?
3. What image are you trying to project?
4. Control the artists

# Dawn Positioning Statement

*Dawn solves the problem of grease in dishwashing.*

*Dawn uses a patented grease removal system that provides an anti-redeposition capacity.*

*Dawn's personality is strong and firm, yet nurturing and warm – like an aunt whose career is in the military.*

Includes:

- Target Market
- Differentiation
- Image

# Image

*the personality of the product*

Variables in marketing mix must be consistent with the image (Sloan)

Customers may consume the image as part of the product:

- Coke and Pepsi
- Reebok and Nike

Choose an image that will not need to change

- Snuggles
- Reebok

# Execution: Restrain the Artists

1. Do not try this yourself.
2. Ask for at least 3 alternatives.
3. Write down your positioning statement.
4. If possible, include a direct measure of response.
5. Do your creative people have experience with direct response?

# Clorox

## Current Situation

Declining market

Bait is more effective: customers do not understand this

Combat leads the bait market

New technology ensures faster death



# Clorox

## Target Market

Aerosol users who are lapsed or light bait users

Current bait users

## What do we do for them?

Gratify need to act out and be assertive

Solve long term roach problem

# Clorox

## Customer feedback

- Link to category: good for all options
- Link to brand: favored Guard Dog
- Purchase intent: same for all option
- Persuasion: favored Grim Reaper

# Clorox

Increased price by 8%

Maintained share

Raid reduced price by 25%

# Zigo

Prepackaged lunch and evening meals

Households seeking a convenient, attractive, and tasty home cooked meal

Company owned retail pavilions in lobbies of large office buildings

# Zigo Positioning Statement

## Target Market

*Zigo's* target market includes employees working in and near the buildings at which the retail pavilions are located.

Within this market the products will be attractive to professional employees living in 1 or 2 person households.

They range from customers who simply view food as fuel, to customers who view food consumption (though not necessarily food preparation) as a gratifying and rewarding event that is often the focus of their evening activities.

# Point of Differentiation

## What needs does *Zigo* satisfy for these customers?

Solving a recurring problem through:

- Convenience of purchase, preparation and clean-up.
- Delicious, attractive, nutritious and affordable meals.
- Ease and variety of choice.

## What 3 words would we like customers to use to describe *Zigo's* products?

- Convenient
- Fresh
- Delicious

# Personality

## What is the personality of the *Zigo* brand?

An innovative solution to a frustrating daily problem. Like Tivo for your evening meal.

### Key Words

Simple

Clean

Uncluttered

Innovative

Happy

Levity

Light

Casual

Flow

Fresh

Accessible

Inviting

Cool

Friendly

Clever