

FUN MARKETING



OVERVIEW

- **Reading:**
Computer as a Colour Experience
- **Language Work:**
Make, Do, Have, and Take
- **Skills:**
Analyzing
- **Applied Writing:**
Analysis

Getting Ready

A. Before reading, discuss these questions.

1. The 'marketing mix' consists of the 'Four Ps'. Can you remember what they are?

2. Explain the 'Four Ps' in brief way.

B. When you are visiting a computer exhibition,

- a. which booth will you be interested with?

- b. what kind of sales boy/girl does match your preference?

- c. Finally, which computer/laptop will be your choice?

Word Power

- A. There are a number of words which combine with *sales* and *market* to form compound nouns. Can you match the terms with the definitions?

TERMS

1. Sales figures

DEFINITIONS

- a. The amount you think you will sell in a future period, e.g. next year

- | | |
|-------------------------|--|
| 2. Sales target | b. A person who sells a company's products |
| 3. Sales forecast | c. The % of a market that a company has |
| 4. Sales representative | d. The amount you have sold |
| 5. Sales manager | e. The company or product with the biggest market share |
| 6. Market research | f. The amount you would like to sell in a future period |
| 7. Market share | g. Collecting and studying information about what people want and need |
| 8. Market leader | h. The person who runs the sales/marketing department |

B. See how many different compound words and word partnerships you can form from the words in the box (you can use a word more than once), then complete the definitions below.

Sales	Share	Leader	Forecast
Market	Figures	Research	Manager
	Marketing	Department	

1. A sales _____ is what you think you are going to sell during a future period.
2. The marketing _____ will be responsible for all the activities in the marketing _____.
3. Sales _____ tell you how much you have sold of a product.
4. The market _____ is the company with the largest market _____ in a particular market.
5. Market _____ gives you information about what people want, need, and buy.

Reading Passage

Get information as much as possible from the text.

Text 1

Computers as a Color Experience

By: Bernd Schmitt



Companies in many industries are turning away from their traditional marketing practices that concentrate on features and benefits. 'Experience' marketing focuses on customers' sensory, emotional and intellectual experiences when they use a product, shop for it, browse the web or participate in any other marketing-related activity. Consider Apple Computer. For a long time, its shares did badly on the US stock market. But now Apple is back.

This success was not achieved with better products in a functional sense. While other computer makers continued to compete on speed, memory and hard disc space, Apple made its products different from the competition by introducing color into the world of grey computers.

Products such as the iMac, the iBook and the G4 appeared in five different bright colors. Rather than presenting a boring list of features and benefits, Apple commercials persuaded consumers with 1960s music themes. Computers have become playful: 'Collect all five', said one advertisement.

Taken from: The Financial Times – Market Leader

A. Which of these statements is T for TRUE, F for FALSE according to the text?

1. The features of a product are what it looks like, the special things it does, etc. **T F**
2. The benefits of a product are the disadvantages that it has for users. **T F**

- | | | |
|---|---|---|
| 3. 'Experience' marketing is about informing consumers of product features and benefits. | T | F |
| 4. There was a period when Apple was not successful. | T | F |
| 5. Apple tried to show that its products were technically better than those of competitors. | T | F |
| 6. Apple advertisements are serious when they say that you should buy five computers. | T | F |

B. Put these product descriptions into two groups:

1. Ordinary features and benefits marketing, or
2. 'Experience' marketing
 - a. This notebook computer has 10 megabytes of hard disc space.
 - b. These computers are available in a fabulous range of colours.
 - c. This car is fun to drive.
 - d. This car has five doors.
 - e. This interactive internet site is a pleasure to look at and use.
 - f. This internet site gives you up-to-the-minute share prices of 500 companies.

C. What are the traditional colors for these products? What colors do you suggest to make them more interesting and attractive?

1. Washing machine
2. Hi-fi equipment
3. Business suits
4. Bathroom equipment

D. You should read this text to find out more creative ideas of business marketing.

Text 2

Urban Marketing Ideas

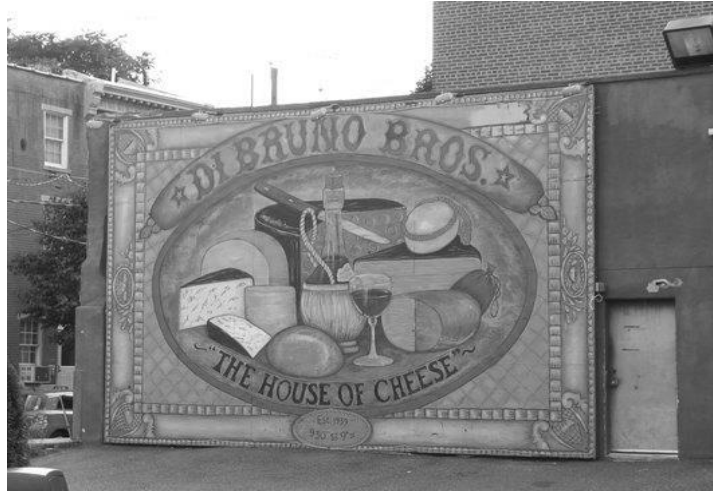
By: Megan Marrs

Living in a concrete jungle allows for some pretty creative concepts.

Step out on the streets – In an online age, there's something to be said for going *au naturel* and exercising a little IRL marketing. Go old school with flyers and poster in local cafes, do some sidewalk chalk writing. This strategy is most effective for locally oriented businesses, but it can work for anyone.

Commission a mural – Try getting permission to decorate the side

of a prominent building with a large mural.



Pic: Great Di Bruno Bros mural found on Yelp

Use your surroundings – Get a little imaginative and think about how you can use your urban surroundings for potential marketing magic.



Pic: Citi Bank sponsoring Citi Bike

Unusual sponsorships – Urban living results in some unique marketing opportunities you won't find elsewhere. Their secret is, you need to think creatively to capitalize on these opportunities.

Adapted from: wordtreans.com

E. Answer the questions.

1. Why does the author suggest us to see our surrounding?

2. Is spreading flyers and posters still considered effective nowadays?

3. What should be paid attention in decorating a mural?

4. According to you, what are the difficulties in using our environment as advertising media?

5. According to the author, what is the main thing in advertisement we should master?

F. Find the DENOTATION and (if any) CONOTATION meaning of these words taken from the text above. For the DENOTATION meaning, you may check the dictionary or (even better) use your own understanding.

WORDS	DENOTATION	CONOTATION
1. Urban		
2. Jungle		
3. Age		
4. School		

Language Use

MAKE, DO, HAVE, & TAKE

** taken from: English Vocabulary in Use (Pre-Intermediate)*

There are many common expressions with these verbs (*make, do, have, and take*), and often they are different in other languages, so you need to learn them.

1. Things we 'Make'

A mistake (= *an error*)

He **made** a few **mistakes** in the exam.

A meal (= *prepare and cook something to eat*)

I had to **make** my own **dinner** last night.

Money (= <i>become rich</i>)	He made a lot of money when he worked in America.
Friends	It's not always easy to make friends in a foreign country.
A decision	We have to quickly make a decision on our strategy of marketing.
A noise	I can't work when the children make a lot of noise .
Progress	Her English is good. She has made a lot of progress .

2. Things we 'Do'

Homework	I forgot to do my Accounting homework last night.
The housework	My mother does all the housework in our house.
Subjects (= <i>study subjects</i>)	Did you do Finance at university?
A course	I did a one-week course in word processing.
The shopping (= <i>buy food</i>)	I always do the shopping at the weekend.
Research	He's doing research in Finance Banking at UIN Maliki Malang.
A favour (= <i>do something to help someone</i>)	I don't have any coffee. Could you do me a favour and lend me some?
Something/anything/nothing	I didn't do anything last night. That boy has done nothing all day.

3. Things we 'Have'

A rest (= <i>relax/do nothing</i>)	They had a long rest after the game.
Food (= <i>eat food</i>) and drink	I had steak but Paul just had a cup of tea .
A drink (= <i>drink something</i>)	Let's have a drink before dinner.
A bath/shower	I always have a bath when I get up.
A party	I'm having a baby next month.
A (nice/great/terrible) time	We had a very nice time in Madura Province last year.

4. Things we 'Take'

An exam (also 'do an exam')	I'm going to take four exams next month.
A photo	She took lots of photos on holiday.
A decision (also 'make')	I'm not very good at taking decision .
A shower (also 'have')	I'm just going to take a shower before lunch time.
A bus/train/plane/taxi	We were late, so we took a taxi to the airport.

FOCUS

Make and **do** can be confusing in English because their meanings are so similar. Even when you take TOEFL, this matter will be one of the tested materials, hence, you should learn to distinguish them.

MAKE often has the idea of *creating* or *constructing*.

DO often has the idea of *completing* or *performing*.

Notice the difference in these sample sentences:

- He was unable to *make* a response to the threat.
- She likes to *make* her own clothes.
- You can *do* your laundry at the Laundromat.
- This morning she *did* all the dishes.

A. Cross out the incorrect verbs in these sentences. Both verbs may be correct.

1. I couldn't do/make the homework last night.
2. She's going to make/have a party for her birthday.
3. Did he do/make many mistakes?
4. I often make/do the housework.
5. Did you make/take many photos?
6. When do you take/do your next exam?
7. I want to do/make a course in English.
8. We must take/make a decision soon.
9. He is doing/making research in Chemistry.
10. They did/made a lot of noise during the party.

B. Each of the following sentences contains *make* or *do*. Indicate if the words are properly for the sentences and write correct (C) or incorrect (I). Then, correct the incorrect ones on the right side.

- I 1. The Management student **did** several mistakes in the practicum report. *make*
- _____ 2. I hope that you will be able to do me a favour this afternoon
- _____ 3. No matter what job she has, she always makes her best.
- _____ 4. The runner did a strong effort to increase her speed in the mile race.
- _____ 5. It is comforting to think that your work can make a difference.
- _____ 6. His GPA was not very good because he had not done his final project on time.
- _____ 7. In this job you will make more money than in your previous job.
- _____ 8. He was unable to do dinner because no one had done the lunch dishes.
- _____ 9. It is a pleasure to work with someone who always makes the right thing.
- _____ 10. If you make a good impression at your job interview, you will surely get that job.

Speak Up!

GROWING BRAND REACH: THE FOUR GOLDEN RULES

The strongest global brands in the ranking excel at a combination of any of these four key areas.

Be Global. They have expanded their presence with a focus on penetration in larger, fast-developing countries – such as Indonesia and China. All having a consistent brand offer which brings economies of scale in production and marketing. There's a new centre of gravity for brands: their resources and focus are shifting to emerging regions.

Be Agile. They understand and respond quickly to local needs, innovating product content and packaging to appeal to different preferences, tastes, skin types, lifestyles, values, traditions, and demographics. They also adapt their portfolio to address the spectrum of consumers from those with lower incomes to those ready for a premium offer.

Be Available. They build the best distribution networks that reach the most remote shoppers in rural areas of countries like India and Vietnam. They also make their products accessible to new consumer segments and through new and alternative channels; often combining traditional, rural and digital.

Be Across Categories. They diversify and extend their brand equity to new product ranges across categories and segments – a strategy which has proved successful for Dove in skincare and personal wash and Knorr in food, among others.

The Kantar Worldpanel's 2013: Brand Footprint Report has shown what they assess in global products. Based on the criteria, they decided that:

Some highlights: Brand Footprint at a glance

Coca-Cola is the world's most bought brand, chosen 5.3 billion times per year. Coca-Cola is also the brand leading in the highest number of countries (8 out of 32).

Colgate – number two in the ranking – is bought by 65% of the world's households, the highest penetration of all. It's the only brand bought by more than half the world's households.

There are 13 global brands being chosen by consumers more than one billion times in a year: Coca-Cola, Colgate, Nescafé, Pepsi, Lifebuoy, Maggi, Pantene, Knorr, Lay's, Dove, Lux, Palmolive and Tide.

Unilever is the leading manufacturer, placing 15 brands in the Top 50 followed by Procter & Gamble (P&G) with eight, PepsiCo with five and The Coca-Cola Company with four. There are 18 different manufacturers in the Top 50.

Dove is the top riser, growing its Consumer Reach Points by 18%. Other top risers are Mr Muscle, Tide, Vim, Oreo, McCormick, Head and Shoulders, Dettol and L'Oréal.

A. Read the criteria above, do you think there should be more criteria for the assessment of products? What are they?

1. _____
2. _____
3. _____
4. _____
5. _____

B. Since you are familiar with the products mentioned in the world's most used list, choose one of the brands and analyze based on the assessment criteria.

1. Be global

2. Be agile

3. Be available

4. Be across categories

C. Speak up your idea (in session A and B) and exchange the information and idea with your partner.

ANALYSIS

You will write about your analysis on **The Kantar Worldpanel's 2013: Brand Footprint Report's** assessment criteria. As you have read that there are four criteria they decided to assess products all over the world; *a) Be Global, b) Be Agile, c) Be Available, and c) Be Across Categories.*

Before starting to write your analysis, answer these questions so that you will get easier to compose your own paragraph. Answer the questions as complete and brief as possible for your best understanding.

A. According to you, which one is the most influential factor (among four factors/criteria) for product branding?

B. Why is that factor (you have chosen) considered the most important? Mention at least three reasons.

C. Can you give an example of a product you know which is lack of criteria you mentioned? Why?

_____ [TITLE]

*** You may need additional paper to complete your paragraph.**