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# MARK 323

# Tutorial One

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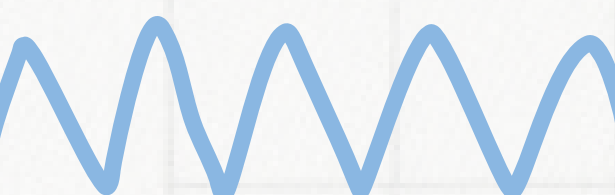


# Today's Tutorial

**01. Assignment 1  
Brief**

**02. Tutorial  
Schedule**

**03. Tutorial  
Exercises**



# Assignment 1: Brand Comparison

You are required to compare two brands which are in the same product/service category, and which target more or less similar markets.

You have 4 choices:

1. Chiefs + Crusaders
2. KFC + McDonalds
3. Taylor Swift + Beyonce
4. Taylor Swift + Harry Styles

Your assignment will be in 2 sections



# Section One: Brand Positioning

Step One: **Introduce** both brands, provide a short history of each, describe their target market(s).

Step Two: Discuss **Points-of-Parity** and **Points-of-Differences**, for each brand.

Step Three: Compare them, indicate which is better or worse, how they are similar or how they are different.



# Section Two: Brand Elements

This is where you will discuss everything that makes a brand recognisable.

The elements you must include are:

1. Brand names
2. Logos and Symbols
3. Characters
4. Slogans
5. Packaging

Describe each of these , and criteria for choosing them (why has the company decided to use what they've used), not all companies use each of these, discuss, justify and recommend



# Key Points for Assignment 1

Assignment 1 is worth 25% of your overall grade

The word limit is 3000–3500 words long, excluding references, appendices, and cover sheet (this is enough you shouldn't need more than that)

The assignment is due at **23.59 Friday the 19th of April**

**Questions?**





# Tutorial Schedule

You have 4 tutorials, these tutorials will be in Week 3 and Week 4 and then again in Week 8 and Week 9.

That means you have 2 tutorials for each assignment. Which is not a lot.

If you are not sure about anything, or need some extra guidance you can always email and ask for help, or talk to your peers.



# Tutorial Exercises

5-10 minutes

You were introduced to the Hurricanes during Lecture 2. Which two aspects of what Chris covered in his talk really stood out for you? and state why you thought it was important.

Discuss in groups of 3 - 5

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Write it down on a post-it note, along with your name. Try and get everyone in your group to use the same colour post-it note



# Tutorial Exercises

10-15 minutes

Discuss the meaning of the Hurricanes “product” according to the five levels of meaning? (Lecture 1 Slides 14 + 15)

What are the 5 levels of meaning? Lets recap

# The five levels of meaning

Cellphone edition



You want to make  
a phone call

**Core Benefit** - Fundamental need to be satisfied

# The five levels of meaning

## Cellphone edition



**Generic product level** – basic version of the product that will satisfy the need

# The five levels of meaning

## Cellphone edition



**In 2024, most consumers would expect a cellphone to have many attributes, such as a touchscreen and a camera.**

**Expected product level – set of attributes normally expected**

# The five levels of meaning

## Cellphone edition



Apples integrated ecosystem and simplistic design

**Augmented product level** – additional attributes/benefits that distinguish the product from those of competitors

# The five levels of meaning

## Cellphone edition



**Potential product level** – all augmented attributes/benefits that might evolve in the future



# Tutorial Exercises

10-15 minutes

So what does this mean for the Hurricanes?

Discuss the meaning of the Hurricanes “product” according to the five levels of meaning? (Lecture 1 Slides 14 + 15)

First identify the need that the Hurricanes meet, then work your way through. Work together in the same groups.

# Tutorial Exercises

10-15 minutes

**Points of parity** – attributes or benefits shared with competitors

Category POPs

Competitive POPs

Correlational POPs

**Points of difference** – attributes or benefits that consumers strongly believe that they could not find to the same extent with a competitive brand

Desirability criteria

Deliverability criteria

Differentiation criteria



# Tutorial Exercises

10-15 minutes



## Points of parity

Category POPs  
Competitive POPs  
Correlational POPs

- Reusable Stainless Steel Drink Bottles
- Australasian Based
- Eco-Friendly and Trendy

- Reusable Stainless Steel Drink Bottles
- American Based
- Eco-Friendly and Trendy

## Points of difference

Desirability criteria  
Deliverability criteria  
Differentiation criteria

- Design and Quality
- Easily accessible to NZ market
- Colours, Sustainability

- Trendy
- Some colours are low availability (rare)
- Fits in a cupholder

# Tutorial Exercises 10-15 minutes

In your groups discuss the **POPs (points of parity)** and **PODs (points of difference)** of the Hurricanes.

## **Points of parity**

- Category POPs
- Competitive POPs
- Correlational POPs

## **Points of difference**

- Desirability criteria
- Deliverability criteria
- Differentiation criteria

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**Thank you!**

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