

Tutorial Three

Metaphors

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Assignment One

Due to the assignments being due after the break we (your tutors) have to mark them in the middle of the trimester, when we also have our own assignments to do and own classes to attend.

We thank you for your patience and are working to get them marked as soon as possible :) results should be out before your next assignment is due

A couple of areas from the assignment that need noticeable work so far is definitions, make sure you read the brief and the rubric.

Assignment Two

Due: 23.59 Friday 10th of May

Worth: 35% of the total course grade

Word Count: 2000 - 2500 words

Time limit: 5 minutes

Assignment Two

POST-PURCHASE BRAND STRATEGY

Choose one of the brands from the pairing you explored in Assignment 1.

Design, develop and justify recommendations for two of the following programmes:

- 1) A creative after-marketing customer service programme.
- 2) An innovative loyalty programme.
- 3) An engaging customer community programme.
- 4) A pricing strategy (the cost may not be financial)

30 Marks

Assignment Two

BRAND COMMUNICATION STRATEGY

Develop a creative brand story to be used across channels (about 10 sentences) and involving and, explaining, deep metaphor.

Next, justify (through research and discussion on the benefits and detractions of the different media) a potential brand communications strategy (publicity, public relations, word-of-mouth) amplifying your chosen metaphor and other key phrases and messages.

Include:

- 1) Traditional channels, such as: TV, radio, print media, or place (billboards, movies, point of purchase, placement).
- 2) Social media channels such as: Meta, Instagram, X..

40 Marks

Assignment Two

CLIENT PRESENTATION

Prepare and deliver a convincing professional 5-minute presentation for your client. The video summarises the post-purchase brand and communication strategies and will include, for example:

- 1) Brand features and elements
- 2) Brand symbols and meaningfulness
- 3) Creative promotional campaign based on your brand story.

Upload the video to YouTube and attach the URL to the assignment document. Ensure you are visible throughout the presentation. Use whatever "props" and illustrations you think will help tell your story

30 Marks

Questions?

Test

17th June, 10am - 12pm

Open Book

Week 12 Lecture will explain in depth

Surname	Room	Building
A – CH	MCLT102	Maclaurin
CO – KEL	MCLT103	Maclaurin
KEN – Z	MCLT101	Maclaurin

Metaphors

A brand metaphor is a figurative expression or symbolic representation used by brands to convey their identity, values, or essence in a manner that resonates emotionally with consumers.

We say “as strong as an ox” yet nobody is ever as strong as an ox, but the metaphor conveys the image that this person is far more powerful than average. “Time is money” is another metaphor – we don’t waste time.

Brand metaphors require deep thinking: What does the product represent, or mean, to your customers and other stakeholders?

How does the product deliver value? What makes the organisation different to its competitors?

Group Exercise 1

10 minutes

Pick any popular/common metaphor

Dissect the metaphor.

What is the metaphor trying to achieve?

What does the metaphor represent?

Which brands would suit this metaphor?

Group Exercise 1

Share!

Group Exercise 2

15-20 minutes

What metaphors could cover The Hurricanes? It might be a phrase, it might be a picture.

If we were to think beyond the current brand symbol that shows swirling wind – which might reflect a tornado rather than a hurricane – what symbols could we use for The Hurricanes?

What key phrases or messages or images would we use for our communications, that would reflect the metaphor and resonate not only with current Hurricane fans but also potential fans? You need to think about why people might not currently follow the Hurricanes, or why they don't follow rugby at all.

Thank you

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