



# TUTORIAL 3

**[kiriana.welsh-phillips@vuw.ac.nz](mailto:kiriana.welsh-phillips@vuw.ac.nz)**  
**[allaboutmarketing.co.nz](http://allaboutmarketing.co.nz)**

# USING ALL ABOUT MARKETING

The website **allaboutmarketing.co.nz** is an additional resource that you can use, don't use it in place of lectures or tutorials.

The website and the slides are owned by me, I have not been paid to create any part of it and the resources can be removed at any time

Allows follow the course materials provided by the course coordinator first

# TUTORIAL 2

## FEEDBACK

- **Interview Length** - A few were quite short, the example was a guide only, you needed to add more questions
- **Specific** - A lot of interviews were not specific enough, we need to know specific brands, products etc

# TODAYS TUTORIAL

**Group Discussion:** Perceptual Maps

Perception and The Senses

**Group Discussion:** Senses

What to do for the next tutorial

**GROUP DISCUSSION(4-6 PEOPLE): PERCEPTUAL MAPS  
10-15 MINUTES**

- **As a Brand manager, do you see any potential opportunities in the perceptual maps you created?**
- **Compare and contrast your Functional and Symbolic Perceptual Maps**
- **What other information would you need to evaluate if this opportunity was worth pursuing?**

## **CLASS DISCUSSION: PERCEPTUAL MAPS OR SENSES SHARE WITH THE CLASS (10 MINUTES)**

- **Choose either Perceptual Maps or Senses**
  - What did the consumers brand do well?
  - What did the consumers brand NOT do well with?
  - Where is the potential for the new brand?

# PERCEPTION AND THE SENSES

**Sensation:** Immediate response of our sensory receptors (eyes, ears, nose, mouth, fingers) to basic stimuli such as light, colour, sound, odours and textures.

**Perception:** Process by which sensations are selected, organised and interpreted.

# **PERCEPTION AND THE SENSES**

**Sensory marketing engages consumers' senses to influence their perception, judgement, and behaviours.**

**The senses are made up of:**

**Sight, Touch, Taste, Smell and Hearing**



# PERCEPTION AND THE SENSES

A quiz. Yay!

## **PERCEPTION: SIGHT - COLOUR THEORY**

- **Colours may influence our emotions and perceptions**
- **Some reactions to colour come from learned associations**
- **Some responses to colour are due to biological and cultural differences**

# PERCEPTION: SIGHT - COLOUR THEORY

COLOUR	WESTERN INTERPRETATION	MARKETING APPLICATION
Red	Excitement, strength, sex, passion, speed, danger	Creates attention—often seen in clearance sales
Blue	Credibility, calming, belonging, professional	Stimulates trust and credibility—often used by banks, and legal and medical services
Yellow	Optimism, warmth, clarity, happiness	Grabs consumers' attention—such as the bright, golden arches of McDonald's; Ikea draws on the fun and happy associations
Green	Nature, organic, adventurous, calming	Used to create an in-store sense of calm—also good for government and recruitment services
Orange	Playful, warmth, vibrancy	Call to action: subscribe, buy or sell—brands like Foxtel (subscribe) and Fanta (playful)
Black	Sophistication, seduction, strength, power, mourning, mystery	Luxury products—fashion, mining, oil, construction
White	Safe, pure, virginal, clean, youthful	Links to righteous, good and peaceful—projects clarity and cleanliness (professional white coats in services)

# PERCEPTION: SIGHT - COLOUR THEORY



## **PERCEPTION: TOUCH**

- **Apple utilises something called "The Endowment Effect"**
- **The Endowment Effect says that when it feels like you own something, you tend to value it more**
- **Apple utilises this effect by placing their devices in awkward viewing angles, encouraging the consumer to touch the object and put it in a position personalised for the user, giving a sense of ownership**

## PERCEPTION: TASTE

- **Duck Island allows consumers to taste flavours before purchasing**
- **Listerine enhances the "stinging sensation" despite it not changing its effectiveness**



## PERCEPTION: SMELL

- Mrs Higgins, Peter Alexander and Subway have distinctive smells
- This is where classical conditioning can become obvious



## **PERCEPTION: HEARING**

- **Advertising jingles create brand awareness and brand recognition.**
- **Sound affects people's feelings and behaviours.**
  - **Powerlifters tend to listen to songs that hype them up for a heavy lift**
- **Background music creates desired moods**
  - **Elevator Music**
  - **Lobby Music**
  - **Coffee Shop Lo-Fi Music (My personal favourite)**



## **GROUP DISCUSSION: SENSES**

**DISCUSS IN YOUR PAIRS OR SMALL GROUPS (10-15 MINUTES)**

- **Discuss each of the FIVE senses related to your interviews and product category.**
- **Discuss these aspects with the view of constructing...**
  - Logo's (sight)
  - Packaging (sight and touch)
  - In-store promotional display (sight, sound, smell or taste)
  - Other forms of Marketing communication



# REPORT WRITING

**Preparation**

**THERE IS A SET OF SLIDES ON**

**ALLABOUTMARKETING.CO.NZ**

- **Report Writing**

- How to structure your report
- APA Referencing
- Figures, Graphs and Tables
- Appendices