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# Tutorial Five

## Higher Level Marketing Strategies

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# TODAYS Agenda

Presentations - You need to choose your slot!

Higher-Level Marketing Strategies

- Strategic Positioning
- Marketing Objectives
- Product-Market Strategies
- Segmentation, Targeting and Positioning
- Customer Value Creation Mix

Final Tutorial Wrap Up



# Presentation

- **Worth 15%**
- **Slides are due Tuesday 19th December at 9.30am**
- **5 minutes! you will lose 5% for every 30 seconds over**
- **There is 5 minutes of “wiggle” room to allow for setup**



# Presentation

**The presentation should:**

- **Provide clear and logical arguments for strategic ideas**
- **Be well-organised**
- **Professionally delivered (try not to read from notes/slides verbatim)**
- **Utilise high quality visual aids**
- **Be of the quality required in a business setting**



# Presentation Slots

**Choose as close to your original tutorial slot as possible, if you can't make any date type your preferred slot at the bottom**

**marketingatvic.rocketspark.co.nz -> MARK 303 -> Tutorial 6**



# Higher-Level Marketing Strategies

## Strategic Positioning

Objectives, Goals + Recommendations

**How** the company will compete and **where** they will compete and **how** this will look to consumers

Product and Market Definitions

Brand Equity



# Higher-Level Marketing Strategies

## Marketing Objectives

### Goals vs Objectives

Split yearly, half years, quarterly, monthly etc the choice is up to you

Number your objectives



# Higher-Level Marketing Strategies

## Product-Market Strategies

Ansoff Matrix. p107 of the textbook, you can use multiple

	Existing products	New products
Existing markets	<p><i>Market penetration</i></p> <p>Strategies designed to:</p> <ul style="list-style-type: none"><li>• increase primary and secondary demand</li><li>• persuade current customers to increase usage</li><li>• persuade users of competitive products to switch</li></ul>	<p><i>Incremental innovation</i></p> <ul style="list-style-type: none"><li>• Product line extensions (product additions)</li><li>• Product modifications (revisions and improvements to existing products including cost reductions)</li></ul>
New markets	<p><i>Market development</i></p> <ul style="list-style-type: none"><li>• New geographic markets</li><li>• New market segments</li><li>• New marketing channels</li></ul>	<p><i>Radical innovation</i></p> <ul style="list-style-type: none"><li>• Pioneering market strategies<ul style="list-style-type: none"><li>• new-to-the-world products</li></ul></li><li>• Market follower strategies<ul style="list-style-type: none"><li>• innovative imitation</li><li>• product adaptation</li></ul></li></ul>

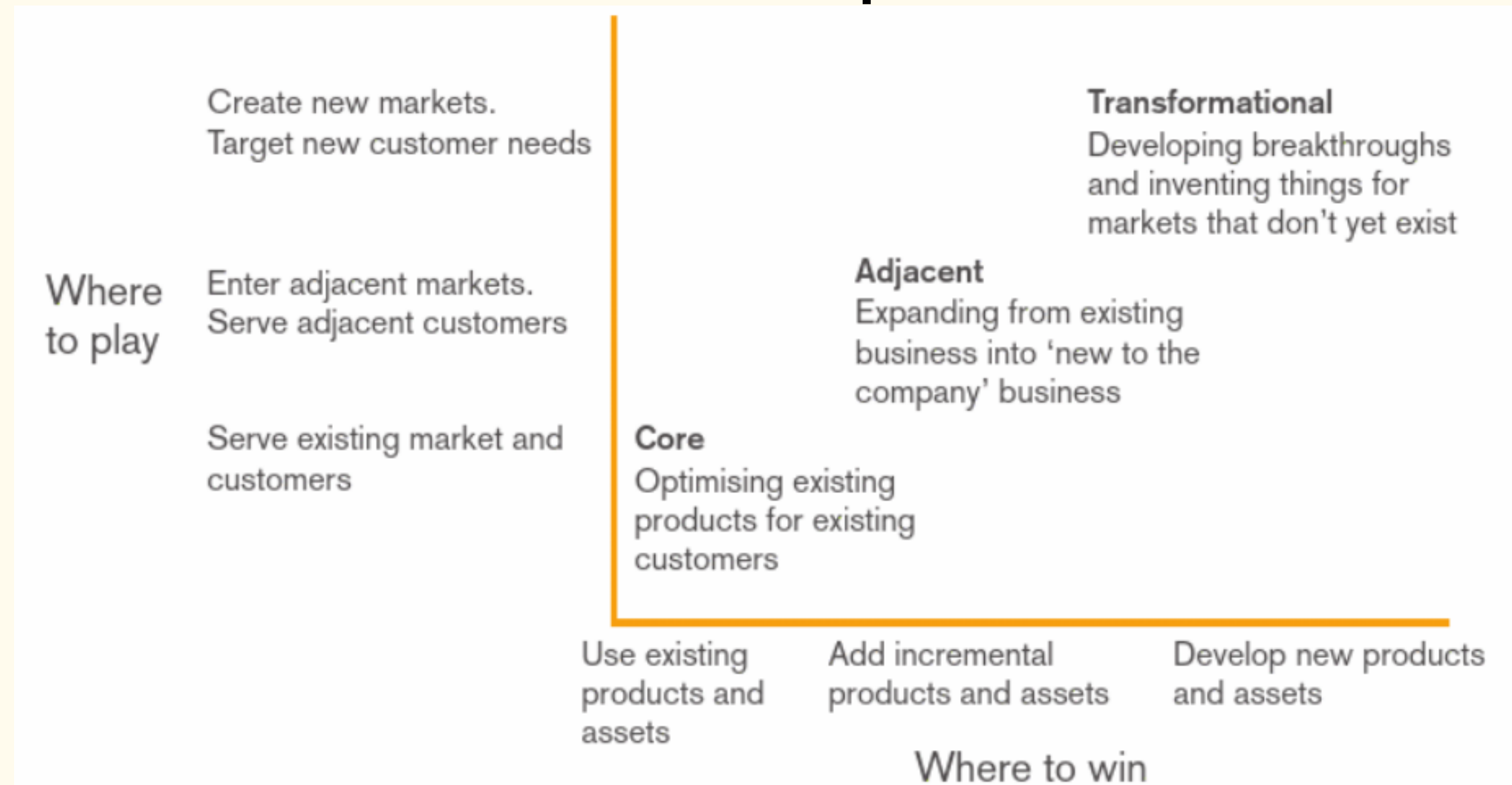




# Higher-Level Marketing Strategies

## Product-Market Strategies

Innovation Ambition Matrix p109 of the textbook



# Higher-Level Marketing Strategies

## Product-Market Strategies

Specify which of your objectives are related to which section of the Ansoff matrix



# Higher-Level Marketing Strategies

## Segmentation, Targeting and Positioning

- Discuss new segments p.146-147 (consider creating a couple of personas)
- The behaviour of consumers within this segment
- The segments values and how you will target them
- How Be Happy Chocolate can position themselves to appeal to these segments



# Higher-Level Marketing Strategies

## Segmentation, Targeting and Positioning

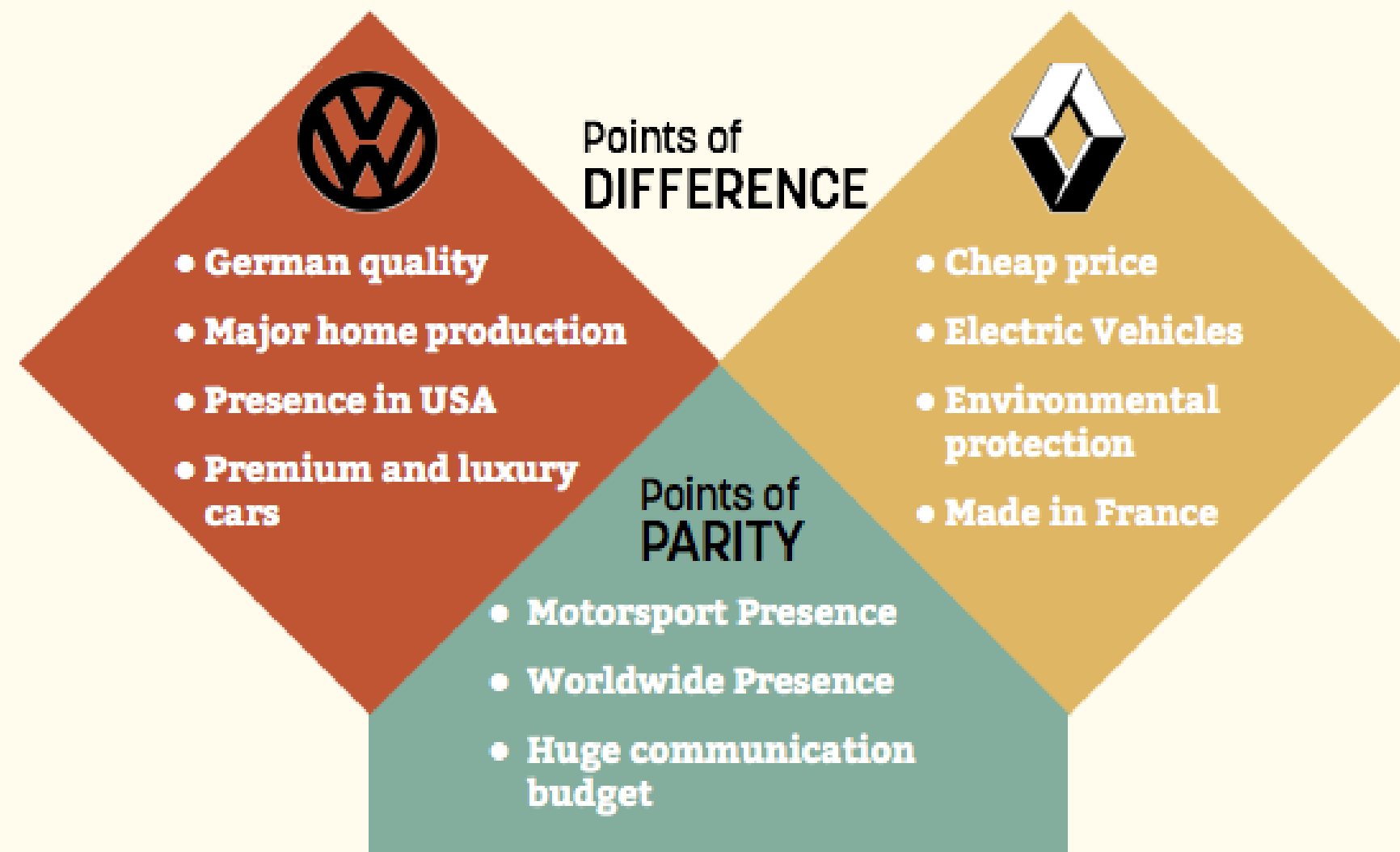


Consumer-Based  
Brand Equity Pyramid  
(CBBE)



# Higher-Level Marketing Strategies

## Segmentation, Targeting and Positioning




PODs and POPs

Points of Difference and Points of Parity



# Higher-Level Marketing Strategies

## Segmentation, Targeting and Positioning

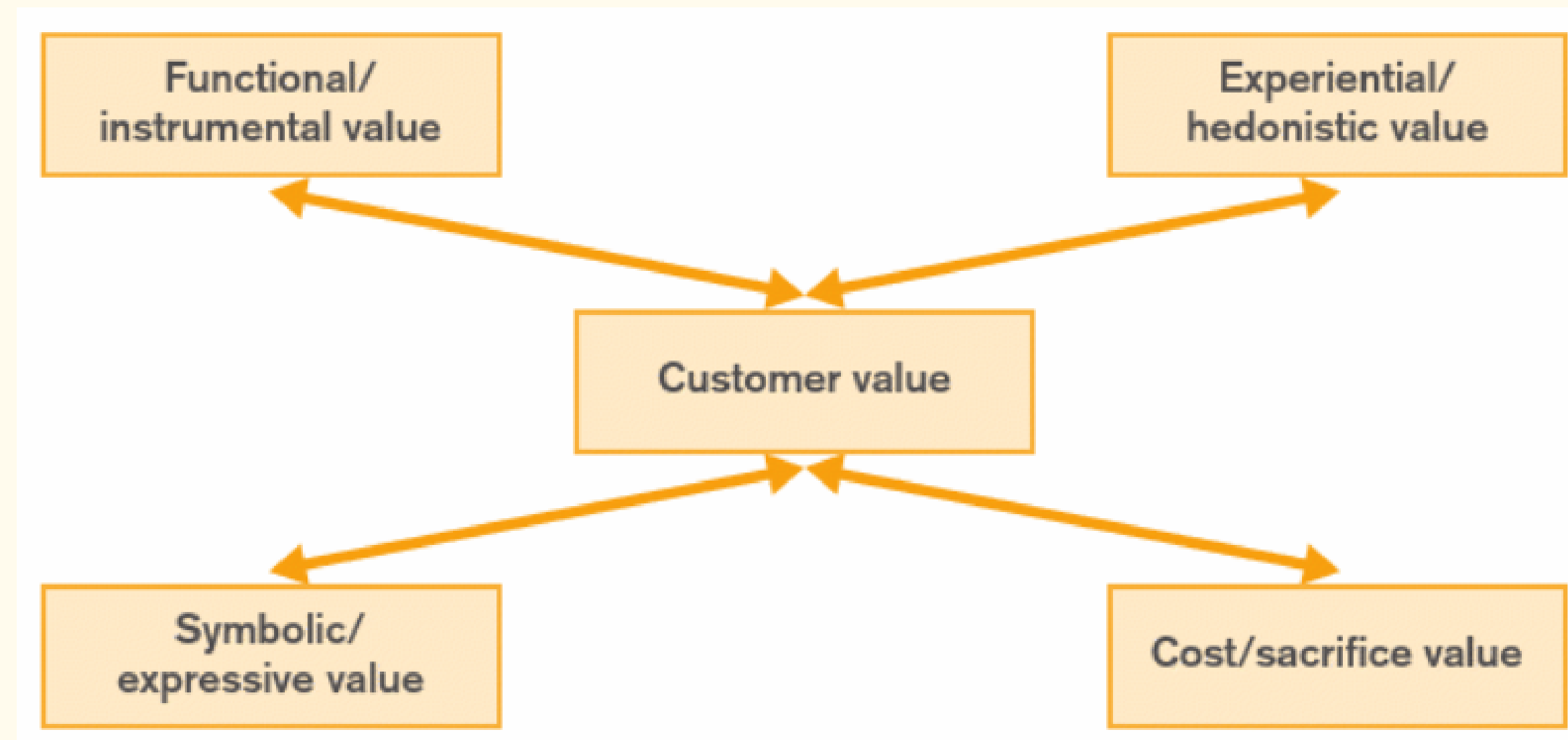
	<b>Emotional Modifier</b>	<b>Descriptive Modifier</b>	<b>Brand Functions</b>
	Authentic	Athletic	Performance
	Fun	Family	Entertainment
	Fun	Family	Food

Brand Mantras



# Higher-Level Marketing Strategies

## Customer Value Creation Mix



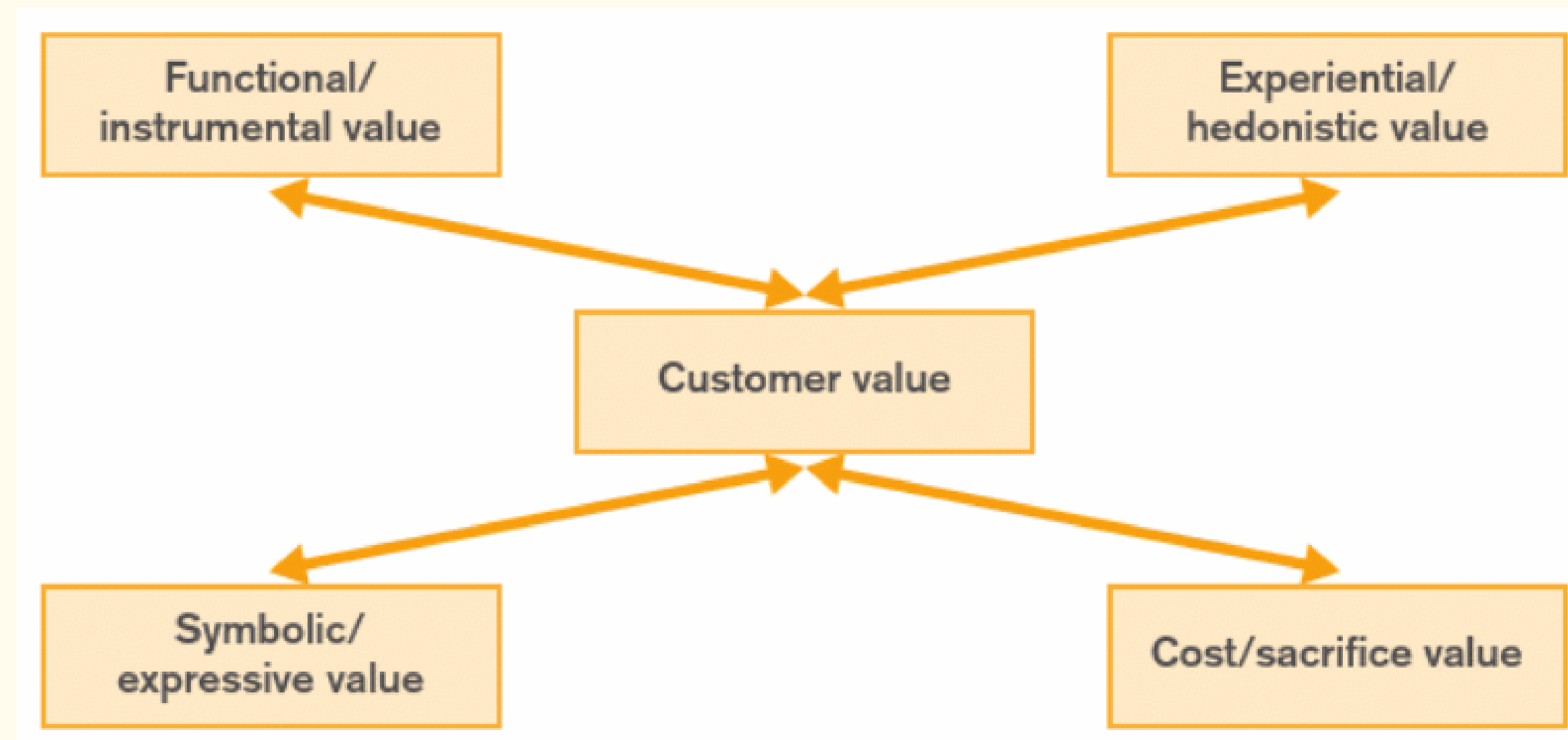
Smith and Colgate's Customer Value Creation Framework p.172





# Higher-Level Marketing Strategies

## Customer Value Creation Mix



Smith and Colgate's Customer Value Creation Framework p.172





# Higher-Level Marketing Strategies

## Creating Value

With a focus on:

1. Physical Characteristics - Product Development or Modification
2. Intangible Product Properties - Core Product (it's benefits and values)
3. Augmented Product - Pre and Post Sale

Remember: Creating value for the consumer by utilising an outside-in approach



# Higher-Level Marketing Strategies

## Communicating Value

With a focus on:

- Integrated Marketing Communications - Distribution Channels, Marketing Communication Disciplines



# Higher-Level Marketing Strategies

## Delivering Value

With a focus on:

- Brand Management
- Brand Alignment
- Control Measures



# Thank you!

# Good luck and well done

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