Advertising
Challenges

The response to advertising is difficult to measure
  – Other factors affect demand
  – Response may not occur immediately

Incentive problems
  – In one study of 81 winners of the Clio advertising award, 36 of the agencies involved had either lost the account or gone out of business.

Coordination problems
Big Risks

1. A lot of money
2. No salvage value
3. You may not be advertising enough
4. Bad advertising is bad
Your Responsibilities

1. Who is the target market?
2. What is your point of differentiation?
3. What image are you trying to project?
4. Control the artists
Dawn Positioning Statement

Dawn solves the problem of grease in dishwashing.

Dawn uses a patented grease removal system that provides an anti-redeposition capacity.

Dawn’s personality is strong and firm, yet nurturing and warm – like an aunt whose career is in the military.

Includes:
- Target Market
- Differentiation
- Image
Image
the personality of the product

Variables in marketing mix must be consistent with the image (Sloan)

Customers may consume the image as part of the product:
  - Coke and Pepsi
  - Reebok and Nike

Choose an image that will not need to change
  - Snuggles
  - Reebok
Execution: Restrain the Artists

1. Do not try this yourself.
2. Ask for at least 3 alternatives.
3. Write down your positioning statement.
4. If possible, include a direct measure of response.
5. Do your creative people have experience with direct response?
Clorox

Current Situation
Declining market
Bait is more effective: customers do not understand this
Combat leads the bait market
New technology ensures faster death
Target Market
Aerosol users who are lapsed or light bait users
Current bait users

What do we do for them?
Gratify need to act out and be assertive
Solve long term roach problem
Clorox

Customer feedback

- Link to category: good for all options
- Link to brand: favored Guard Dog
- Purchase intent: same for all option
- Persuasion: favored Grim Reaper
Clorox

Increased price by 8%
Maintained share
Raid reduced price by 25%
Zigo

Prepackaged lunch and evening meals

Households seeking a convenient, attractive, and tasty home cooked meal

Company owned retail pavilions in lobbies of large office buildings
Zigo Positioning Statement

Target Market

Zigo’s target market includes employees working in and near the buildings at which the retail pavilions are located.

Within this market the products will be attractive to professional employees living in 1 or 2 person households.

They range from customers who simply view food as fuel, to customers who view food consumption (though not necessarily food preparation) as a gratifying and rewarding event that is often the focus of their evening activities.
Point of Differentiation

What needs does Zigo satisfy for these customers?

Solving a recurring problem through:

– Convenience of purchase, preparation and clean-up.
– Delicious, attractive, nutritious and affordable meals.
– Ease and variety of choice.

What 3 words would we like customers to use to describe Zigo’s products?

– Convenient
– Fresh
– Delicious
What is the personality of the Zigo brand?
An innovative solution to a frustrating daily problem. Like Tivo for your evening meal.

**Key Words**

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<th>Levity</th>
<th>Accessible</th>
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