**MKTG 1205 Week 9**

Activity 1: Sales Promotion

**Task:**

Propose supermarket/ shopping mall sales promotion tools to help the seller/ product in both **short-term sales** and **long-term brand preference** with its target segments. What benefit will you give to your customers to secure positive outcomes.

**Product Information:** Ticket prices range from 60,000₫ to 300,000₫ depending on times and customer type (First Show, Open Show, Happy Wednesday, Student Offer, Gold Class, etc.).

Marvel Studios’ **“Guardians of the Galaxy Vol. 2”** (Rated PG-13 for sequences of sci-fi action and violence, language, and brief suggestive content). This movie sequel continues the team’s adventures as they traverse the outer reaches of the cosmos. The Guardians must fight to keep their newfound family together as they unravel the mystery of Peter Quill’s true parentage. Old foes become new allies and fan-favorite characters from the classic comics will come to our heroes’ aid as the Marvel Cinematic Universe continues to expand. Written and directed by James Gunn and stars Chris Pratt and Zoe Saldana.



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| **Segment** | **Profile** | **Needs** | **Market Share**  **%** | **Type Sales Promotion** | **Period of Promotion** | **Price/ Value Benefit to Customer** |
| We are family | Families with young children. Head of the family is 30 years up, low to middle spending, educated and is working rank and file or middle management job. | Physiological and safety needs. |  |  |  |  |
| Just the two of us | Married or co-habiting adults aged 24 years up, middle to high spending, educated, first time job holders or start-up entrepreneurs. | Love/belonging and self-actualization needs. |  |  |  |  |
| Crazy Cat Lady | Senior citizens, retired, living with family or by themselves with pets, low to middle spending, dependent on family’s/ government pension. | Physiological, safety and love/belonging needs. |  |  |  |  |
| #yolo | Young Adults, studying, living with parents or with guardians (not originally from Saigon), middle to low spending, may have a part-time job to supplement family support. | Esteem and self-actualization needs. |  |  |  |  |