**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:** 17,050₫ Tin 380g and 58,190₫ Carton Pack 1248g

**Southern Star Sweetened Condensed Creamer** is popularly used for making Vietnamese milk coffee, fruit smoothie, cake and yogurt, etc. It helps create great delicious taste and thick-smooth texture for drinks. Southern Star Sweetened Condensed Creamer is also used as a secret ingredient in many recipes,especially for an irresistible cup of milk coffee.

According to the market research of Kantar World Panel Brand Footprint 2013 for the four main cities of Vietnam, **Southern Star** was voted as the most chosen brand in the category of sweetened condensed milk in 2013. It is the continuous effort to improve quality to please the Vietnamese consumers’ taste that make of Southern Star Condensed Creamer one of the most favorite brands.



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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. | ­ |  |  |  |