1. A Rose by Any Other Name

Rose Partyware was launching a branded line of party ware a year ago. Rose manufactured a wide variety of paper goods for birthday and holiday parties and other social events. Rose’s growth has almost plateaued since there are hundreds of small and big competitors in the party goods industry.

The chairman of Rose spotted a cutting-edge innovation of digital imaging technology in a trade fair, while it is still in prototype. The new technology proved to be better than he had expected, and the new products attract the attention of customers. However, the marketing strategy of promoting this new technology emboldened him. Currently the products of Rose were sold under generic labels, while the company’s name appeared only on a smaller sticker on the back of the plastic package. But with a strong brand, Rose could outpace the growth of its competitors, who will develop the same technology sooner or later.

Two choices:

1. Sell the new products under the new brand. Customers loved the brand concept. Retailers responded positively. The independents loved the idea of advertising behind a brand they could feature. However, establishing a new brand is expensive, since it needs to appear in a variety of magazines to click in people’s mind. Suggestion is to fund this additional expenditure with a small price increase on all the branded items. After study, the customer consistently indicated that they were willing to pay more for the branded products (However, while people might respond to researcher that they are willing to pay higher for commodity at premium, but when they purchase, they might not do so, especially when they buy goods for party)
2. Help the production of another big company, who plans to offer customers a complete line of party goods under its name. Rose does not need to spend any money on promotion. Other company might follow it and launch private-label brands, too. In that case, Rose could be the suppliers since they will represent the lowest-risk partner. However, Rose might lose a chunk of the independents’ business.

2. Introducing New Coke

3. The Birth of the Swatch

4. And Now, a Word from Our Sponsor

5. Mountain Dew: Selecting New Creative

6. Old Spice

7. Pets.com Inc. Rise and decline of a pet supply retailer