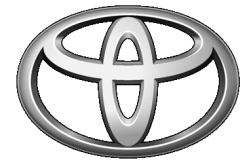


MT3023 PRODUCT INNOVATION AND
GLOBAL BRANDS



NETFLIX



WELCOME!

AGENDA

1. Teacher presentation
2. Student presentation
3. Syllabus
4. Calendar
5. Topics
6. First topic: Global and International brands



LETICIA TREVIÑO PRADO



Tecnológico
de Monterrey



University
of Victoria

MARS
incorporated



PERFECT FIT®



McCANN
AUSTRALIA



THE WORLD'S MOST AWARDED CREATIVE AGENCY

D&AD AGENCY OF THE YEAR | CAMPAIGN BRIEF AGENCY OF THE YEAR | ADWEEK'S AGENCY OF THE YEAR |
B&B AGENCY OF THE YEAR | LONDON INTERNATIONAL AWARDS AGENCY OF THE YEAR | AWARD AGENCY
OF THE YEAR | SPARKS ASIA AGENCY OF THE YEAR | CAMPAIGN ASIA CREATIVE AGENCY OF THE YEAR



MELBOURNE
AIRPORT®

Gloria Jean's™
COFFEES

Pioneer

MARS WRIGLEY

DESDE 1928

TURIN®

Milky Way®

SNICKERS®



MY
OR

AlphaPro®

STUDENTS

1. Name
2. What are you studying?
3. Are you staying in Queretaro?
4. Do you have a job?
 - Yes. Where?
 - No. Where would you like to work?
5. Class expectations



SYLLABUS

TECNOLÓGICO DE MONTERREY

SCHOOL OF BUSINESS, MARKETING & ANALYSIS

GLOBAL BRANDS & PRODUCT DEVELOPMENT

AUGUST-DECEMBER 2023

Teacher: Leticia Treviño Prado

Platforms: CANVAS / Zoom / @TEC.MX mail

Email: leticiatp@tec.mx

OBJECTIVE

After completing this course, the student will be able to identify business opportunities and develop products nationally and internationally, establish a procedure for current product administration with a global focus and build, measure and administer brand value.

This is an advanced Marketing course that seeks that the student achieves the development of a viable product and a plan to administer the brand nationally and internationally. Previous knowledge in creativity, innovation and Marketing (4Ps) is required.

MATERIALS

Class PDFs are available in CANVAS, as well as information, video links and bibliography.

There will be multiple discussions that will naturally unfold during class time that won't be included in the PDFs, that's why I highly recommend taking notes in class.

If the student is absent from class, please download PDFs from CANVAS and catch up with a classmate, since classes won't be repeated if the absence was by student's account.

TEXT BOOKS

- Crawford, C. Merle (Charles Merle), New products management , 9th ed., Boston : McGraw-Hill Irwin, 2008
- Kahn, Barbara E., Global Brand Power: Leveraging Branding for Long-Term Growth, Wharton Digital Press, 2016

CLASS PROFESSIONALISM

- **Be on time.** I'll start the class with roll call 5 minutes after the given starting time. Remember that the students that are physically present in the classroom need to clean their seats. Being on time shows respect for other people's time and reduces distractions.
- **Show your name (if applicable).** Please show your name during class so all the people can know everyone and to help me grade and write down participations.
- **Come prepared to class.** Most of the knowledge happens in class discussions and group activities. When students don't come prepared, they can't contribute to either one of them and can affect individual and group performance.
- **Respect different points of view and opinions.** There is no problem if there's a debate in class, and sometimes, I'll even encourage it. What won't be allowed is intolerance to other people's opinions. Given that this subject continuously changes and updates, there are no absolute truths and we must listen to other people's point of views.

STUDENT'S RESPONSIBILITY

- Organize your time correctly in order to hand in the activities on time according to what was established in CANVAS.
- Check CANVAS constantly to be up to date regarding announcements, changes, and important information about classes, exams, homework, etc.
- Hand in homework, presentations and requirements on time. If you do not log in on time (CST Mexico City) CANVAS or send my email the activities as established, I won't receive any entries by any other way. There will be no time extensions and the homework, exam, presentations, etc. will be graded with zero (0/100).
- Deliver documents without virus, in the required format in the appointed platform.

ACADEMIC INTEGRITY

Academic integrity sanctions will be executed according to the parameters established in the Academic Integrity Program. To get to know it, [click here](#). It is your responsibility as a student to know these materials.

TEACHER'S COMMITMENT

- Answer all questions about the class and the activities.
- Publish grades in the corresponding section in CANVAS.
- Publish dates and times for homework, presentations, exams, etc.
- Listen to suggestions that improve the content and development of the class.
- Answer emails no longer than 24 hours since it was sent. Consider the following exceptions:
 - Mails received on Fridays after 2pm will be answered the following Monday.
 - Mails received during holidays will be answered the next working day.
- If the teacher doesn't answer in the conditions just mentioned, you can send a new email.
- During class, the teacher commits to:
 - Register attendance and participations.
 - Evaluate your performance based on participations.
 - Give tutorials, guides and answer questions to make the most out of the classes.
 - Promote a respectful environment that benefits all.

GRADES

Read carefully the next information, because, to be fair with everyone, **THERE WILL BE NO EXCEPTIONS.**

MIDTERM GRADES (2)

Participation (weekly)	20%
Midterm presentation	50%
Midterm exam	30%
	100%

FINAL GRADE

Participations	10%
Midterm presentations	30%
Midterm exams	20%
Final project	40%
	100%

- The minimum grade to pass is 70 points.
- Decimal points equal to or greater than 0.5 will be rounded up to the highest superior number and the minor decimal points will be rounded down to the inferior number.
- It's your responsibility to consult the platform where you uploaded your exam, homework, etc. to check for any comments.
- It's your responsibility to let me know if there are mistakes or questions regarding your grades during the established period (one day after the grades are published).
- The grades will be published in CANVAS in the Grades section.
- After the revision period, the grades will be made official.

EXAMS AND PRESENTATIONS

There will be 2 midterm exams and 2 midterm presentations based on the materials seen during class, including slides, texts, videos, etc. The best way to study for exams and to have the best presentations is to be aware of the materials, the activities and the discussions that we all have during class. After each class, make sure you understood all the concepts.

In case you need mentoring, please ask for one via email (leticiatp@tec.mx).

If you were absent during an exam without notifying me previously that you wouldn't be able to take it, the grade will be zero (0/100). If you were absent with my knowledge, the exam will be different than the one your classmates had and the maximum grade will be 80 (80/100). Petitions to be absent during an exam need to be notified via email and before the exam takes place.

If you were absent during a presentation without notifying me previously that you wouldn't be able to present, the grade will be zero (0/100). If you were absent with my knowledge, the presentation will need to be different than the one your classmates presented and the maximum grade will be 80 (80/100). Petitions to be absent during a presentation need to be notified via email and before the exam takes place. Given the fact that we're in a Marketing class, creativity and the way you present your presentations will be a part of your grades.

PARTICIPATIONS

Class participation is really important and the comments and discussions during the class will be taken in consideration. The class is for 3 hours, so it's imperative that you participate at least once. Being present in class is not enough, it needs to be vocal and active.

Class participation will be graded as follows:

Does not participate in class

The student is silent and does not ask questions or make any comments. As mentioned before, if the student has their camera off or is distracted, I will ask questions and if the student does not know the answer, it will be graded as *doesn't participate in class*.

Does participate in class

The student answers the questions, is engaged in the conversation, knows the materials and participates every class.

FEEDBACK

If you have any comments at any time regarding the class, subjects, examples, or teaching style, feel free to send me an email with suggestions to leticiatp@tec.mx. It's very important for me to improve and offer the best class experience to my students.

- English is not our first language, so be respectful and patient.
- If you have issues in your teams, you are old enough to solve them. I will not solve them.

Exams and presentations dates

1. 1st midterm – Exam and presentations Sept 4th, 11th.
2. 2nd midterm - Exam and presentations Oct 9th, 16th
3. Final presentations Nov 13th, 27th

P

Primer día de clases semestre

P

Primer día de clases periodo intensivo

Si

Semana i

US

Ultimo día de clases del semestre

UI

Ultimo día de actividades del periodo intensivo

V

Vacaciones

A

Asueto

LP

Límite para reportar calificaciones parciales

F

Exámenes finales

CV

Ceneval

G

Graduaciones MTY

I

Inscripciones de alumnos

B

Fecha límite para baja de materias

C

Clases periodo intensivo

Agosto 2023						
L	M	M	J	V	S	D
		1	2	3	4	5
1 P	7	8	9	10	11	12
2	14	15	16	17	18	19
3	21	22	23	24	25	26
4	28	29	30	31		

Septiembre 2023						
L	M	M	J	V	S	D
4	5	6	7	8	9	10
5	11	12	13	14	15	16
6	18	19	20	21	22	23
7	25	26	27	28	29	30

Octubre 2023						
L	M	M	J	V	S	D
8	9	10	11	12	13	14
9	16	17	18	19	20	21
10	23	24	25	26	27	28
11	30	31				

Noviembre 2023						
L	M	M	J	V	S	D
1 LP2	2	3	4	5		
2	6	7	8	9	10	11
3	13	14	15	16	17	18
4	20	21	22	23	24	25
5	A	B	US			
6	27	28	29	30		
7	F	F	F			

Diciembre 2023						
L	M	M	J	V	S	D
17				1 F	2	3
18	4	5	6	7	8	9
	F					
	11	12	13	14	15	16
	18	19	20	21	22	23
	V	V	V	V	V	V
	25	26	27	28	29	30
	A	V	V	V	V	V

TOPICS

- Global vs international brands.
- Introduction to new product development.
- Idea generation, innovation and creativity.
- Getting to know the consumer and concept development.
- Product design and prototypes.
- Market and Brand.
- Feasibility indicators.
- New product launch.
- Results measurements, improvement processes, and recommendations.





LET'S GET STARTED!

Global brand vs international brand



Difference

Global brand

- Administered and activated the same across all markets.
- Centralized management (considering market peculiarities)
- Same strategy.
- Builds a more powerful meaning, less flexible but more optimized.

International brand

- Present in different markets.
- Can be administered differently.
- Local management teams.
- The strategy depends on the market.
- More flexible model, more focused, with greater resources needed.

Example

Global brand



- *YOU'RE NOT YOU WHEN YOU'RE HUNGRY.*
 - *SATISFIES.*
 - Global agency, global communication.
 - Global brand board approvals (comms, packs, innovation).

International brand



- *Your 5 minutes* (only Mexico) / *Distracted USA*
 - Local & regional strategy.
 - Local agency, local communication.
 - Local approvals.

International brands



Which one is better?

From the point of view of Branding, equity (brand value) and in the context of a global and hyperconnected society, having a global brand strategy is more efficient, if you have the capacity to manage it.

However, there are advantages and disadvantages.



Advantages

Efficiency

Economies of scale. When you sell the same product across the globe, the cost of raw materials, production, taxes, etc. can be benefited having plants in other countries.



Life Cycle

Organizing product launches, presenting older products in less advanced markets and saving the newest version for more advanced markets. This advantage gets more irrelevant every year due to the globalized world.



Advantages

Rise in sales

The probability to sell more goes up when you open to markets and consumers around the world. This reduces the dependence on local and national economies.

With the internet users number on the rise, global companies are able to make transactions at all times, day or night.



Disadvantages

Operational risks

If labor, corporation or nutritional laws change in the country the global products are being manufactured in, this could complicate the outlook. Political and social problems, as well as natural disasters, could also affect these companies.



Because of the war with Ukraine, Starbucks sold its stores to Russian businessman Anton Pinskiy, rapper Timur Yunusov, and Sindika Company. The stores were rebranded under the **Stars Coffee** name and the first reopened in Moscow on April 2022.

Disadvantages

Difference in language, culture, religion

The companies often have to modify their products and packaging to adapt to local culture, preferences and languages of the new markets.



4

Budweiser



Budweiser is proud to serve its products to compliance with the local rules and regulations. 21 years only.



Budweiser

@Budweiser · Seguir



New Day, New Tweet. Winning Country gets the Buds.
Who will get them?



3:06 a. m. · 19 nov. 2022



20,6 mil

Responder

Copia enlace

How to grow globally correctly?



It's critical to have a clear strategy, measurable and attainable objectives, and to know where, how, when and why you want your brand to grow. Brands need to be prepared to invest time, money and effort, and results are far from immediate.

The following 5 considerations are essential to make a brand go global without losing its essence:



Understand what
you're selling.



Advantages given
by the brand



Type of
expansion



Consumption
differences



New local
competition



Understand what you're selling

It's critical to evaluate how the brand will translate, literally and culturally. It's very common for brands to want to incorporate what they already have, especially if they've been successful. It's important to understand if any changes need to be made in names, slogans or philosophies.



FIFA WORLD CUP
Qatar 2022





Advantages given by the brand

If the brand is very valuable, it's probably best to keep it in the new market as is. There are brands whose reputations go beyond current markets, with potential customers eager to get to know them. It also gives a solid positioning strategy and helps to build equity globally.





Type of expansion

Entry to new markets can be done in different ways, such as entering with own shops and own distribution, or absorbing companies with active clients, joint ventures, distribution agreements, etc. It is very common to include the name of the current company with the new one, giving the latter more protagonism with time, until the local brand is completely absorbed.





Consumption differences

Although brand value and recognition is highly identified worldwide and it's accepted in different markets, brands need to adapt their products to local consumption. Multiple global food brands use this strategy to tropicalize the brand correctly and ensure a successful expansion.



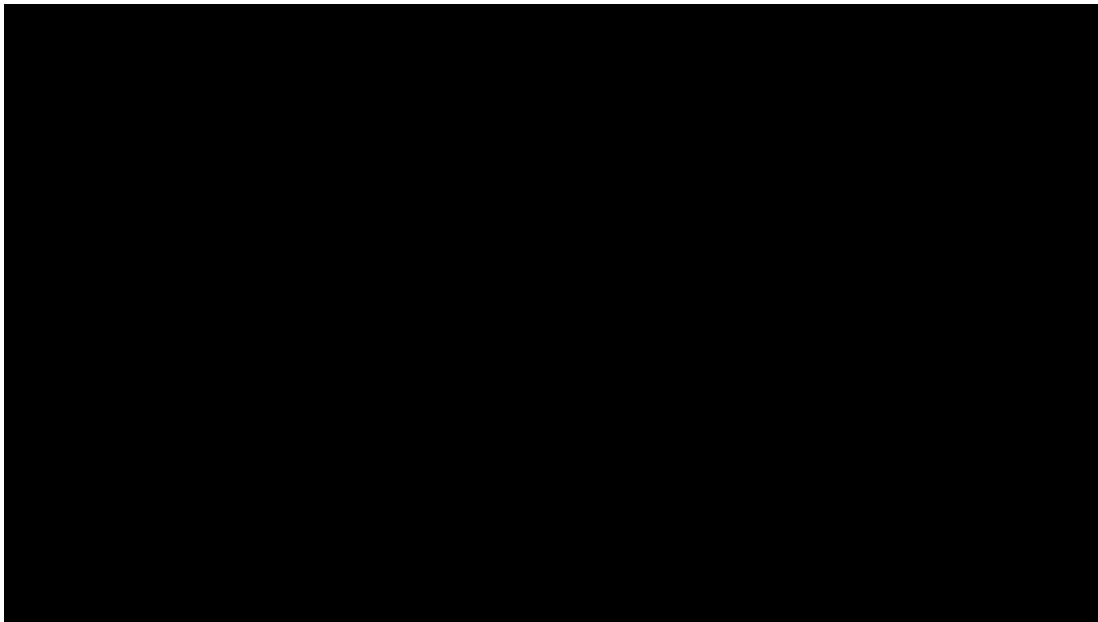
USA





New local competition

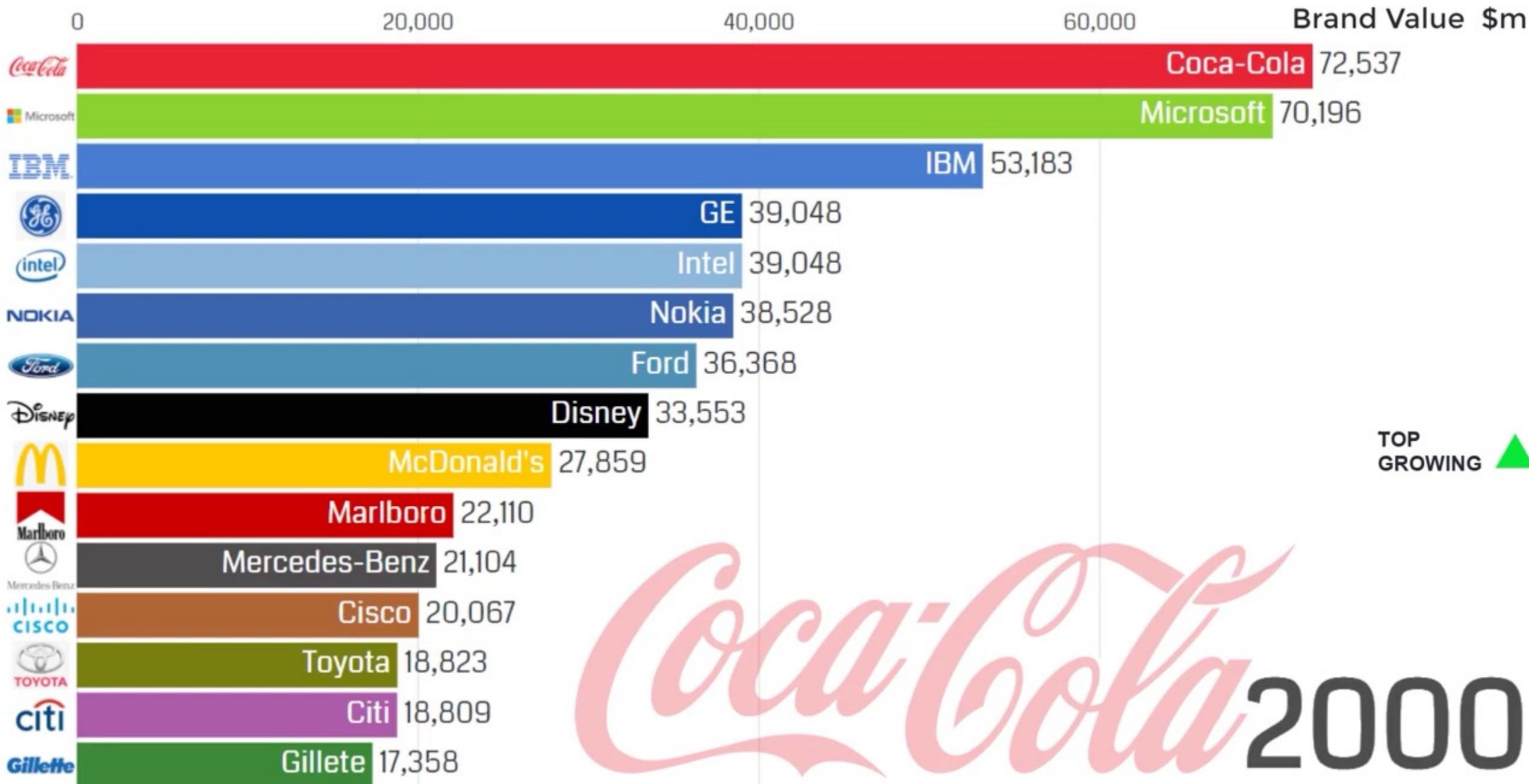
When entering a new market, the competitive dynamic changes. The advantages previously had as a local brand, now belong to the new market's local brands. Brands need to understand the local needs and preferences, the nostalgia, the operational and logistic advantages, community bonds, cultural identity, etc.

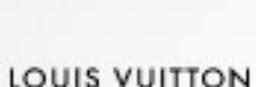


Which global brands do you think are the best?



Top 15 Best Global Brands Ranking (2000-2021)



01 Apple +26% 408,251 \$m	02 Amazon +24% 249,249 \$m	03 Microsoft +27% 210,191 \$m	04 Google +19% 196,811 \$m	05 Samsung +20% 74,635 \$m
				
06 Coca-Cola +1% 57,488 \$m	07 Toyota +5% 54,107 \$m	08 Mercedes-Benz +3% 50,866 \$m	09 McDonald's +7% 45,865 \$m	10 Disney +8% 44,183 \$m
				
11 Nike +24% 42,538 \$m	12 BMW +5% 41,631 \$m	13 Louis Vuitton +16% 36,766 \$m	14 Tesla +184% 36,270 \$m	15 Facebook +3% 36,248 \$m
				

Marketing basic concepts

1. Marketing
 2. Brand
 3. Branding
 4. Target
 5. Marketing Mix



1. What is Marketing?

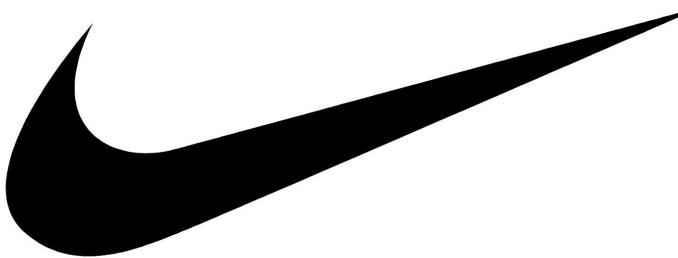
Process in which companies create value for the clients and establish solid relationships with them, obtaining in return, the value of the clients.



(Kotler, 2003)



2. What is a brand?



2. What is a brand?

A **name, term, design, symbol** or any other
feature that identifies one seller's goods or
service as **distinct** from those of other sellers.



Definitions

BRAND IS ALSO

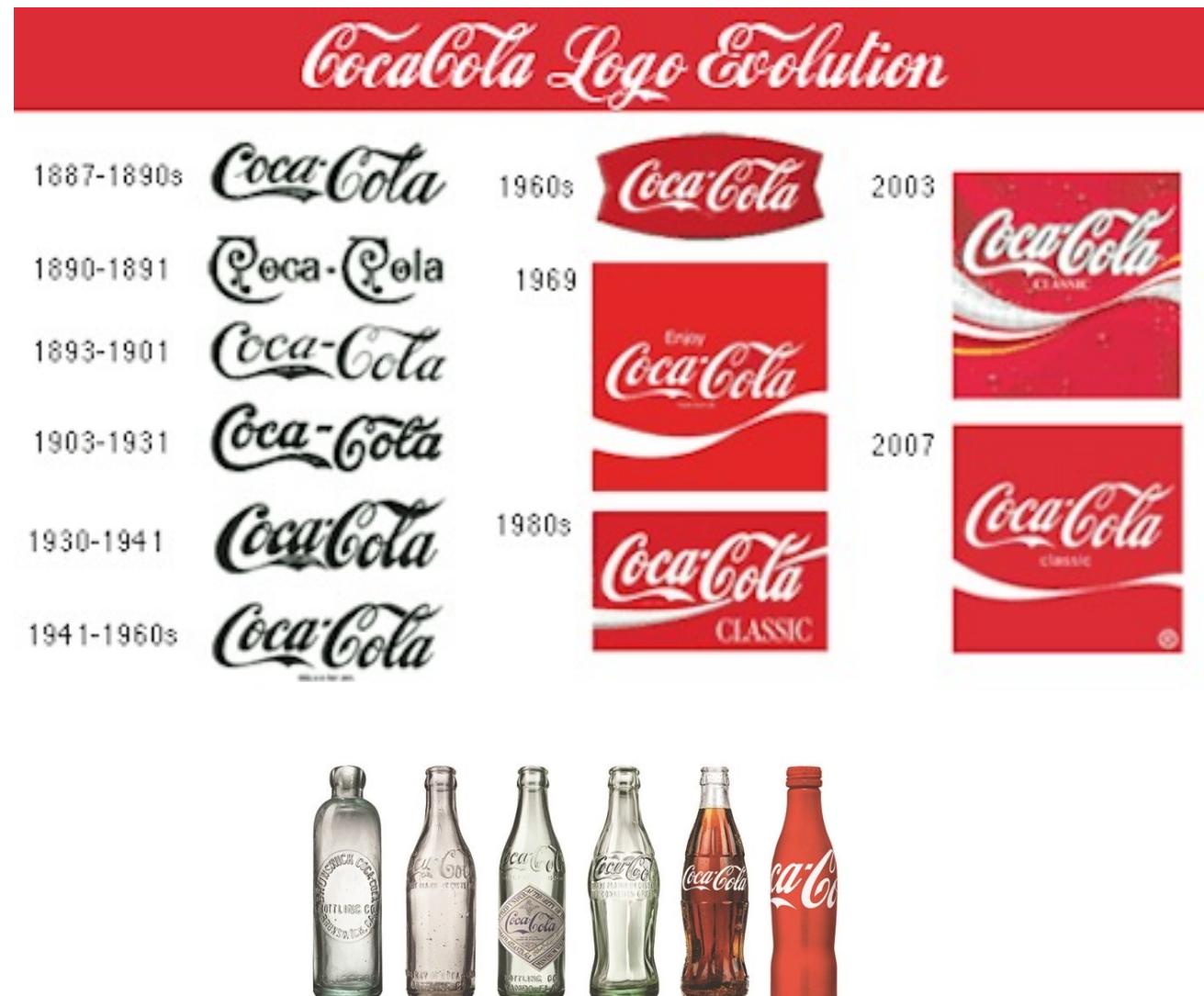
The set of expectations, benefits, images, memories, stories and relationships that, together, are responsible for the consumer choosing a certain product or service over others.



COMBINATION MARK (Imagotipo)

Combination between image and text.
Can work independently.

Logo evolution







1997



1998



1999



2000



2010



2013



2015



1900



1904



1909



1930



1948



1955



1961



1971



1995



1999

Starbucks: An Illustrated History



1971

We start by selling coffee beans in Seattle's Pike Place Market.



1987

We add handcrafted espresso beverages to the menu.



1992

We become a publicly traded company.



2011

We mark 40 years and begin the next chapter in our history.



Apple



1934

1953

1960

1972

Samsung



Instagram



1981

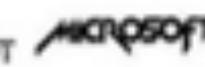
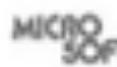
1988

1998

Facebook



Microsoft



1990

October 6, 2010

October 12, 2010



Continental
Airlines



A photograph showing the interior of a Continental Airlines airplane cabin. Passengers are seated at their desks, working on laptops. The overhead bins are visible above the seats.

NO FREE MEALS

* BRAND REGISTRATION

Registering your brand helps protect the brand, designs or ideas that will be used to commercialize it.

Where do I register my brand?

In Mexico, the organism in charge of protecting brands, patents, copyrights, among others, by giving a property title, is the Instituto de la Propiedad Industrial (IMPI).



Case of unregistered brand in Mexico



Case of unregistered brands in other countries



Australia



2021



1999-2020



UK, Ireland,
Australia,
New Zealand



AXE
LYNX

3. What is Branding?

Branding (or brand management) are actions aligned to the positioning, purpose and values of a brand.

Its objective is to awaken sensations and create crucial connections for the consumer to choose the brand at the moment of purchase.



4. What's a Target?

Group of consumers whose characteristics, desires and needs match the products or services that a certain brand offers. It's also known as objective audience, market niche, potencial clients, etc.



5. Marketing Mix

1. **Product** – Product or service, quality, packaging, design.
2. **Price** – Price at POS, discounts, if it's premium, value brand.
3. **Place** – Where can the consumer find the product/service, distribution channels, home delivery, downloads, etc.
4. **Promotion** – Advertising , public relations, where do they hear from you, communication channels (TV, social media, email, radio, etc).

4 P's



The 4 Ps of the Marketing Mix

BASIC MARKETING EXERCISE

1. **BRAND** description (isotype, logotype, etc, what does it represent, what does it make you feel, what does it remind you of, etc.) It can be different depending on the person. Include 2.
2. Describe their **BRANDING** strategy.
3. **Logo evolution.**
4. Who is their **TARGET**, who does the brand talk to?
5. What's their **MARKETING MIX?**
 - Product
 - Price
 - Place
 - Promotion



BASIC MARKETING EXERCISE

Team 1: ADIDAS

Team 2: Domino's

Team 3: Cheerios

Team 4: Walt Disney

Team 5: Giorgio Armani

Team 6: Netflix



BASIC MARKETING EXERCISE TEAMS

ADIDAS

A01272359	Sandra Solis Florido
A01351663	Saúl Romero Soto
A01366248	Yoreli Sánchez Mendieta
A01562021	Jesús Iván Chávez Torres

WALT DISNEY

A01704052	Martín Adrián Noboa Monar
A01704392	Lucía Moreno Camacho
A01704615	Emilio Fernando Rivas Avalos
A01704621	Evelyn Carolina Paz Nieto

DOMINO'S

A01620155	Paula Sofía Soto Ayala
A01655960	Pablo Eduardo Esquivel Cañada
A01700336	Ana Sofía Delgado Salgado
A01701088	Frank Friedrich Schenkel

GIORGIO ARMANI

A01704640	José Carlos Blanco Gimbernat
A01704704	Tomás Faccio
A01704868	Alexander Delgado Núñez
A01704903	Jaime Hernández Prado

CHEERIOS

A01702253	Laritza Márquez Cristancho
A01702825	Jorge Ignacio Cruz Delfín
A01703708	Paula Alejandra Sánchez Nieto
A01704007	Giovanni Finocchiaro Ramírez

NETFLIX

A01704921	Mauricio Falcón García
A01705385	Luis Enrique Vázquez Quintanar
A01748166	Leonardo Torres González

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Sitio web: <https://www.brandingstrategyinsider.com/what-is-a-global-brand/#.YRIMMNzYnV>
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<https://www.youtube.com/watch?v=-N-TogCeziM>
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Sitio web: <https://pyme.lavoztx.com/ventajas-y-desventajas-de-una-estrategia-global-5275.html>