



OLD SCHOOL • YOUNG MIND



EXPERIENCE



TIMKEN®



Kodak

**28 years within major
American companies**

- ▶ Levi's
- ▶ Timken
- ▶ Apple: 11 years
- ▶ Kodak: 14 years

INTRODUCTION

Master in Marketing

Doctorate/PhD



CONTACT

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BAUDIER

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Operational Marketing

Assessment

► November, 30, 2022

- Oral presentation (PowerPoint) in groups 30 minutes : **40%**
- Detailed Word document : **60%**
- Groups of 2 to 3
- Launch of a product using AI
 - 1. 4P's
 - 1. Product
 - 2. Price
 - 3. Place
 - 4. Promotion

Planning

- ▶ October, 17, 2022 (Course + work in group)
- ▶ November, 7, 2022 (Course + work in groups)
- ▶ November, 16, 2022 (Course + work in groups)
- ▶ November, 30, 2022 (Morning dedicated to finalize your project – Oral evaluation in the afternoon)

Examples

- ▶ InfArmor: Computer Vision & Artificial Intelligence : Farms computer vision and artificial intelligence is a new implements solution in Ireland to predict cow milk production
- ▶ O'food: The Application is AI/ML based. It uses demographic, geographic and psychographic data to create and continuously learn a user's profile in order to recommend the best restaurant for said user or the user and a group.
- ▶ Amazon Go
- ▶ Bot Handy Samsung
- ▶ Cradlewise

GOALS



A better knowledge of operational
marketing



To address the specific needs of
marketing department using AI

AI and Marketing

AI & MARKETING

- ▶ According to you, what could be the benefits of AI to Marketing?

AI & Marketing

- ❖ Collect data
 - ❖ Analyse data
 - ❖ Add to the analysis observation of audience + economic trends
-
- Support decisions but also to make automated decisions

AI & Marketing Use cases: **Data Analysis:**



Collect huge amount of data

Analyse data from different sources automatically

Sort relevant information and aggregate information

Goals

01

Enhance the overall customer experience and customer satisfaction.

02

Enable dynamic, competitive product pricing, including sales and promotion tactics.

03

Analyze social media influencer messaging and effectiveness.

AI & Marketing Use cases

15



Media Buying: Predict the most effective ad and media placements for a business to reach their target audience and maximize marketing strategy ROI.



Automated Decision-Making: AI marketing tools help a business to decide which marketing or business growth strategy they should use based on past data or outside data inputs.



Content Generation: Writing both short and long pieces of content for a marketing strategy, such as video captions, email subject lines, web copy, blogs and more.



Real-time Personalization: Change a customer's experience to fit the customer's past preferences to encourage a certain action, such as clicking a link or buying a product.

AI challenges

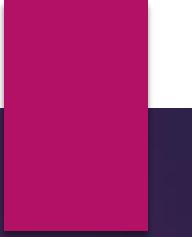
- ▶ Training Time and Data Quality as AI marketing solution need to be trained to take the appropriate actions. If not, you could take wrong decisions.
- ▶ Privacy & security issues
- ▶ Threats of new law such as the GDPR
- ▶ Justification to stakeholders regarding the cost for the implementation of AI Marketing strategy (Investment versus ROI)
- ▶ Lack of best practices to guide marketing teams especially the long-term impact regarding the implementation of AI Marketing strategy
- ▶ Identification of jobs that will disappear due to AI Marketing
- ▶ Creation of new job

New jobs

Such as Data Science Talent

- ▶ There is a lack of employees with the data science + AI expertise, to deal with huge amounts of data and deliver insights.
- ▶ Organizations must outsource using third-party organizations (1) to support them for the collection and analysis of data (2) to train their tools to increase the performance.





Marketing

MARKETING

Market Analysis STRATEGIC MARKETING

- Understand the market
- Select one or several potential markets (Segmentation)
- Select:
 - The target(s)
 - Positionning
- Internal and external diagnostic: **SWOT** (Porter and PESTEL)

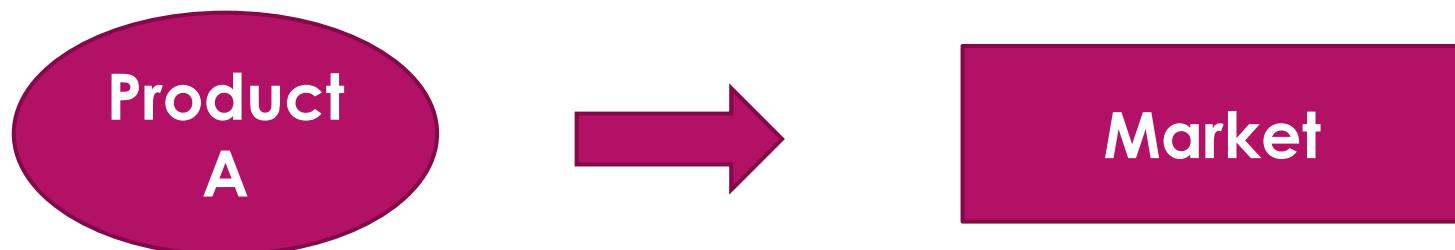
Implementation OPERATIONNAL MARKETING

- **4P**
 - Product
 - Price
 - Place
 - Promotion
 - ❖ Media
 - ❖ Non Media
- **Goal:** Achieve the target aligned with the strategy

Marketing strategy

1. Mass Marketing

- ▶ Non differentiated marketing



Marketing strategy

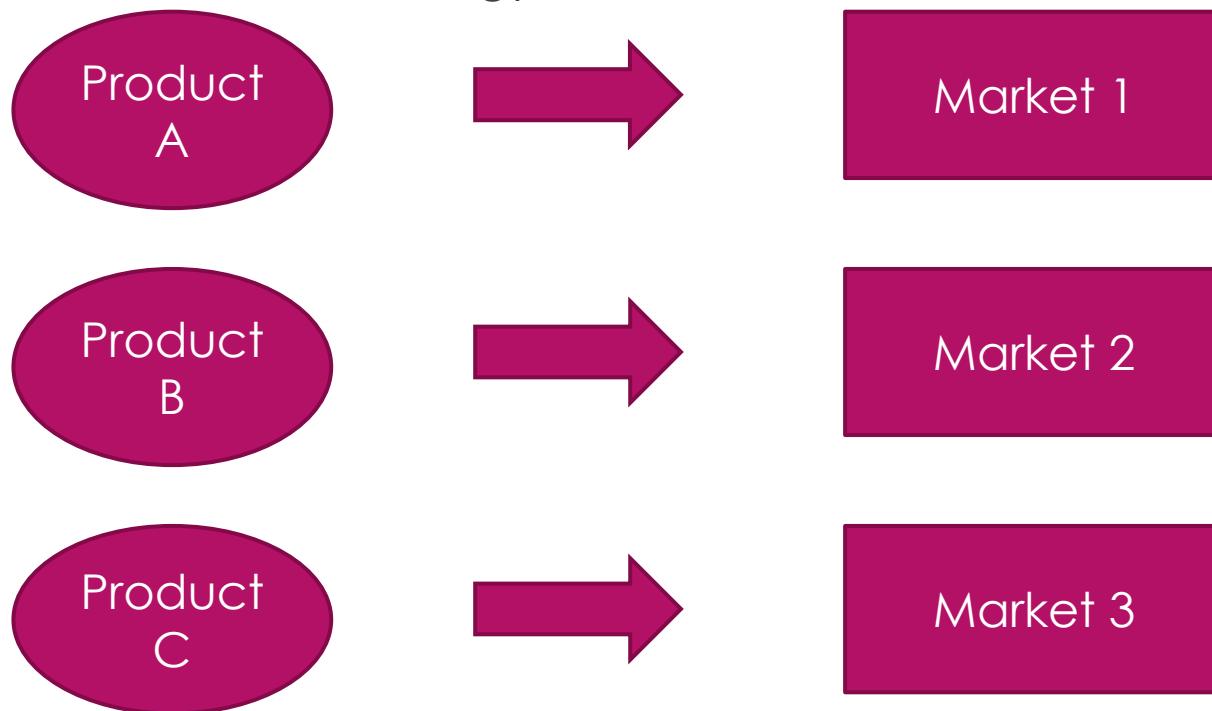


One market

Marketing strategy

Segmented marketing

- ▶ Differentiated strategy



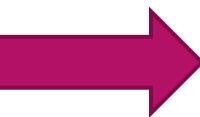
Marketing strategy



Digestive issues



Cholesterol issues



Boost defense
immune



Weight issues



PESTEL

PESTEL



- ▶ Political
- ▶ Economical
- ▶ Social
- ▶ Technological
- ▶ Ecological
- ▶ Legal

PESTEL



Political

- ▶ Government stability
- ▶ Fiscal policy
- ▶ Social protection

What is the political environment?

Example place of government in business management

What is the influence of politics? Example lobbying

PESTEL



Economical

- ▶ **What is the economical environment?**
Example: crisis

- ▶ **What is the growth? Level of inflation? Customer purchasing power?**

PESTEL

Social

- ▶ Population size
- ▶ Way of life?
- ▶ Level of education?
- ▶ Life style?
- ▶ Health?
- ▶ Family structure?
- ▶ Consumer behavior?

PESTEL

Technological

- ▶ Access to patent?
- ▶ Public expenditure on R&D?
- ▶ Innovation capacity?
- ▶ Technological environment:
example silicon valley

PESTEL

Ecological

Two levels:

1. Direct influence on your business: raw material issue, energy cost...
2. Impact: pollution, policies and regulation

Climate, weather, clean energy, recycling policies, regulation...



What could be the impact on your company?

PESTEL

Legal

- ▶ Standards, laws, labor law, contract law
- ▶ **What could be the impact?**
For example, electronic cigarette

Porter analysis

Porter analysis



Competitive strengths



Intensity of competition



New entrants

If entry barrier low,
huge attractiveness
If entry barrier high,
low attractiveness



Substitute: indirect competition



Customer Power Negotiation: if
power high => low attractiveness



Supplier Power negotiation: if
power high => low attractiveness

SWOT Analysis

SWOT

Strengths

Weaknesses

Opportunities

Threats

SWOT

S and W

- ▶ **Internal analysis** (information only on company)

O and T

- ▶ **External analysis:** Competition (Porter), Market (PESTEL), Customers....

SWOT

Strengths	Weaknesses
Opportunities	Threats

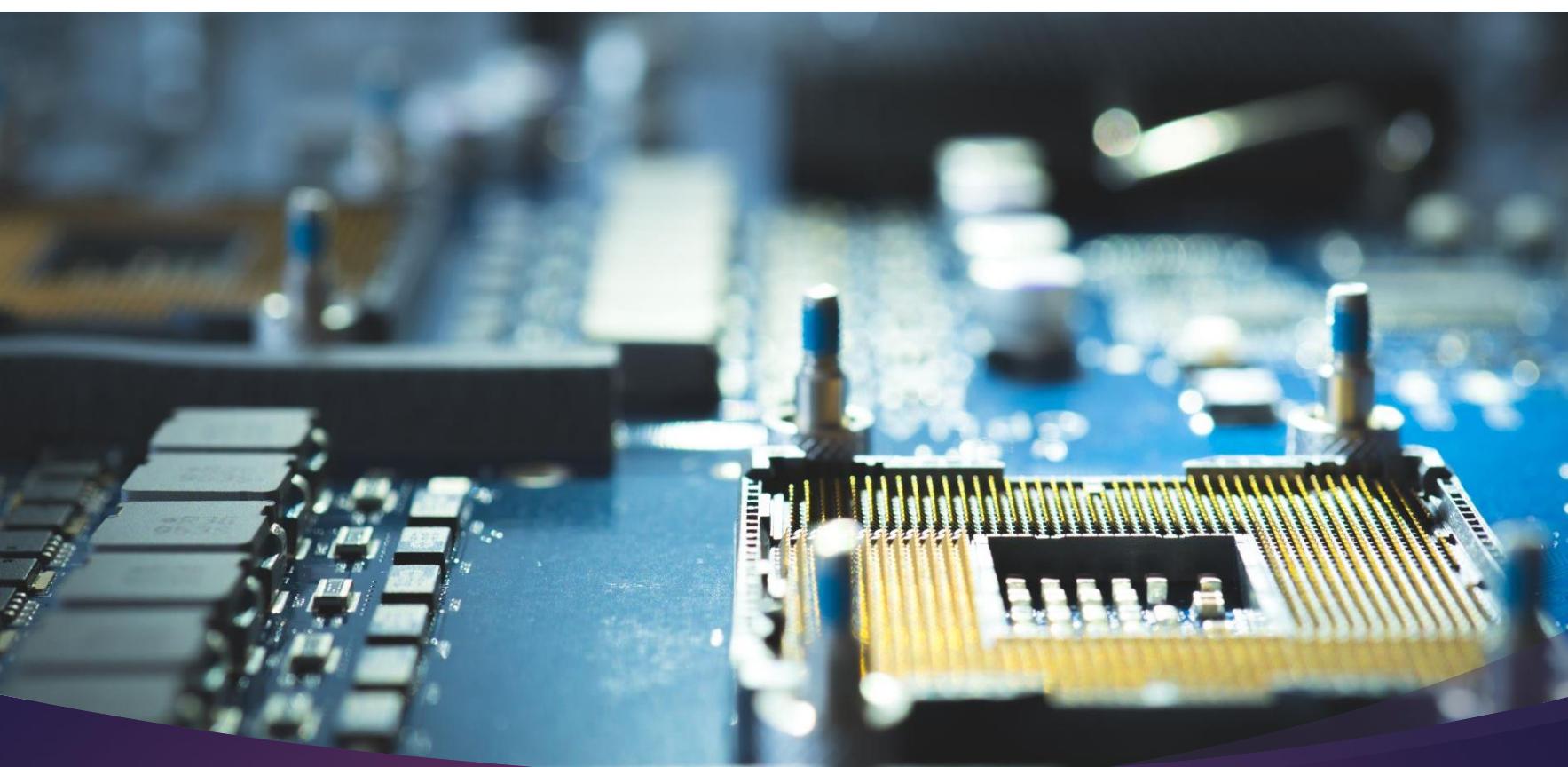
Assessment

Assessment

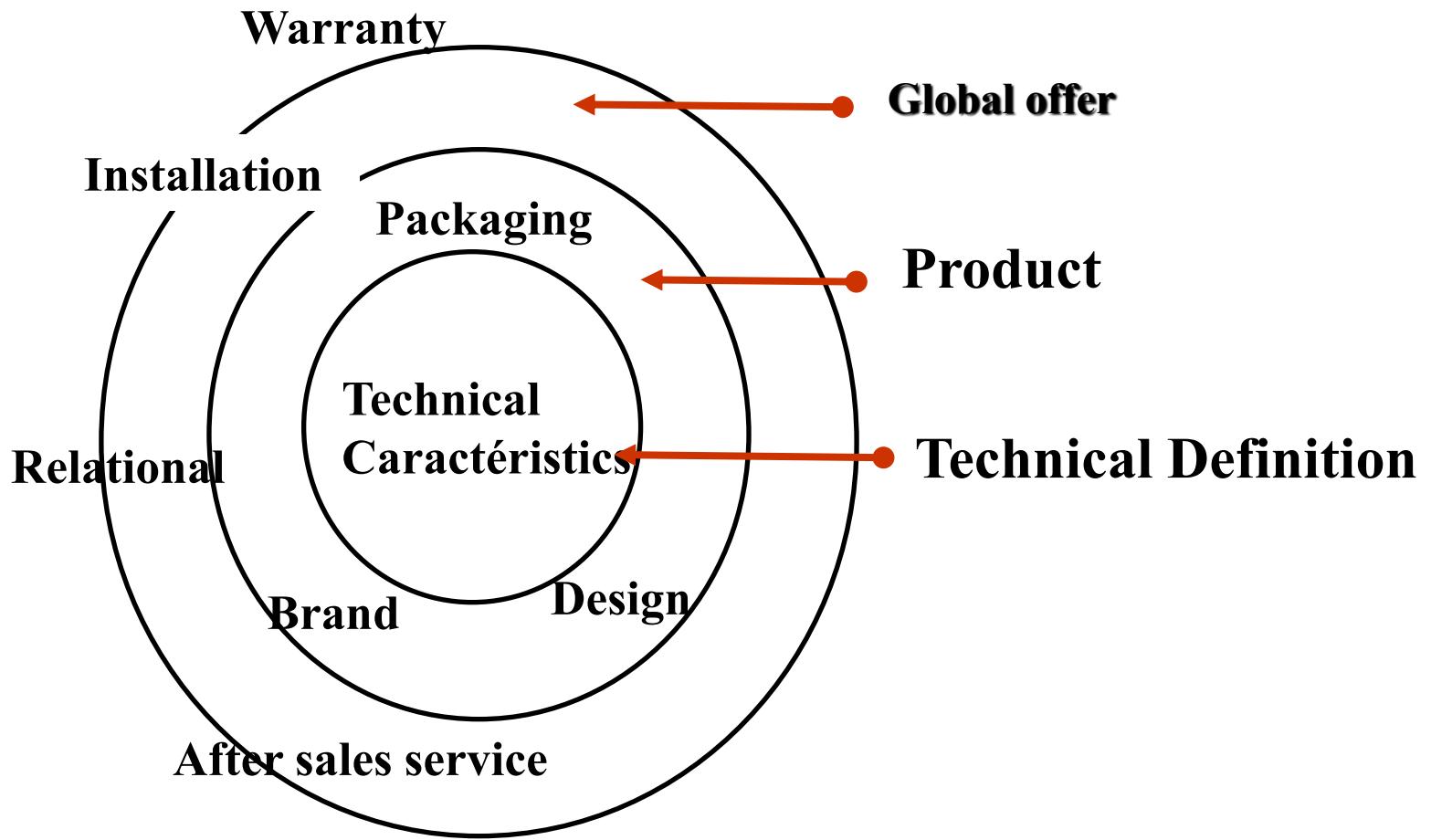
- ▶ Internal Analysis
- ▶ External Analysis
 - ❖ Porter
 - ❖ Pestel

4 Ps

MARKETING MIX

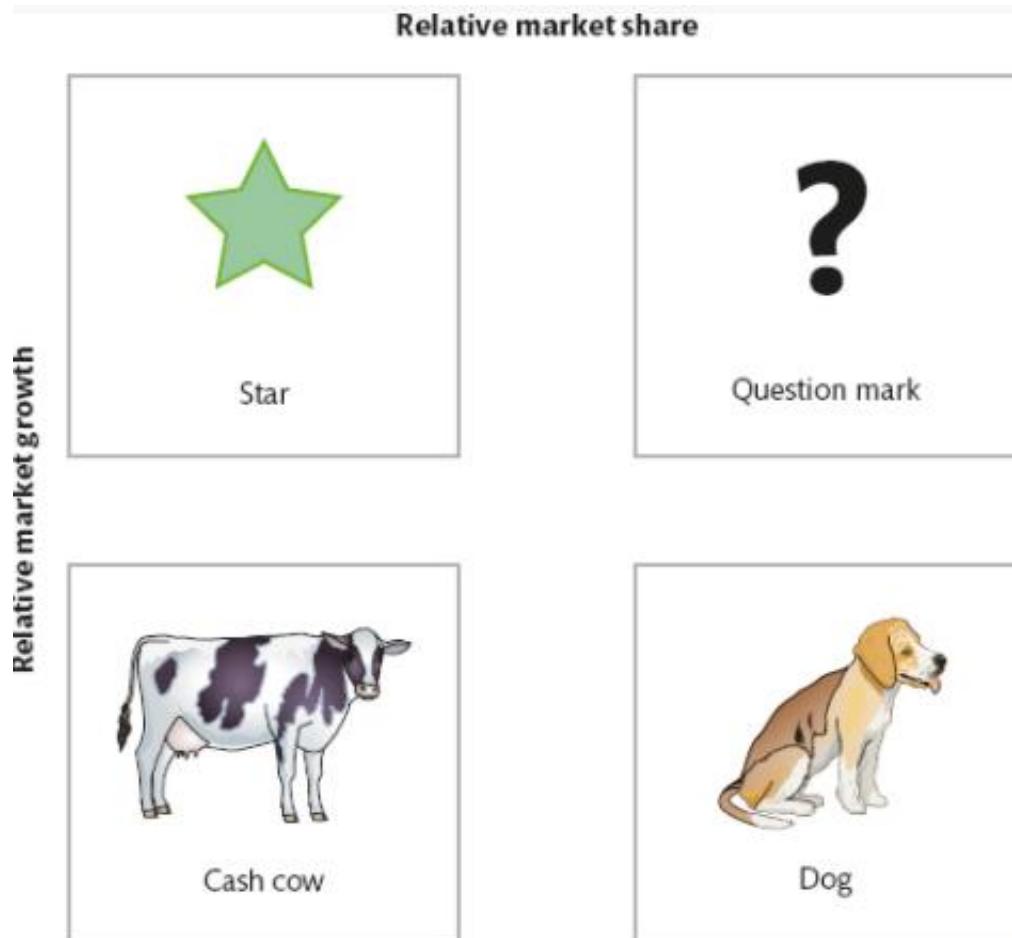


**Products
and
Services**



Product classification

BCG Matrix



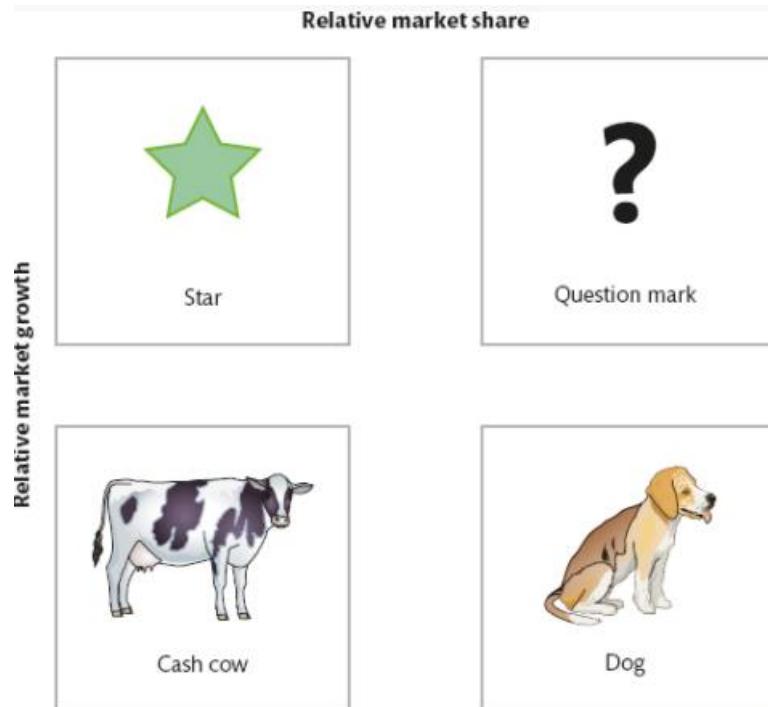
Source: Kotler Marketing Management 2019 (Via Perlego)

BCG Matrix

BOSTON
CONSULTING
GROUP

Cash Cow

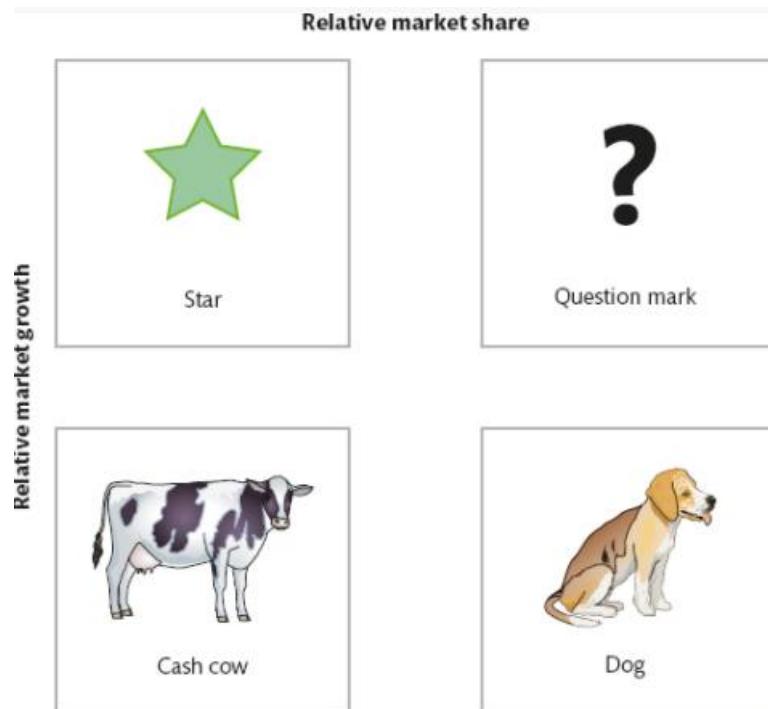
- ▶ These are market leaders in mature (low-growth) markets. High market share leads to high porfitability
- ▶ Source : Kotler, Marketing Management 2019



Star (Star ou Vedette)

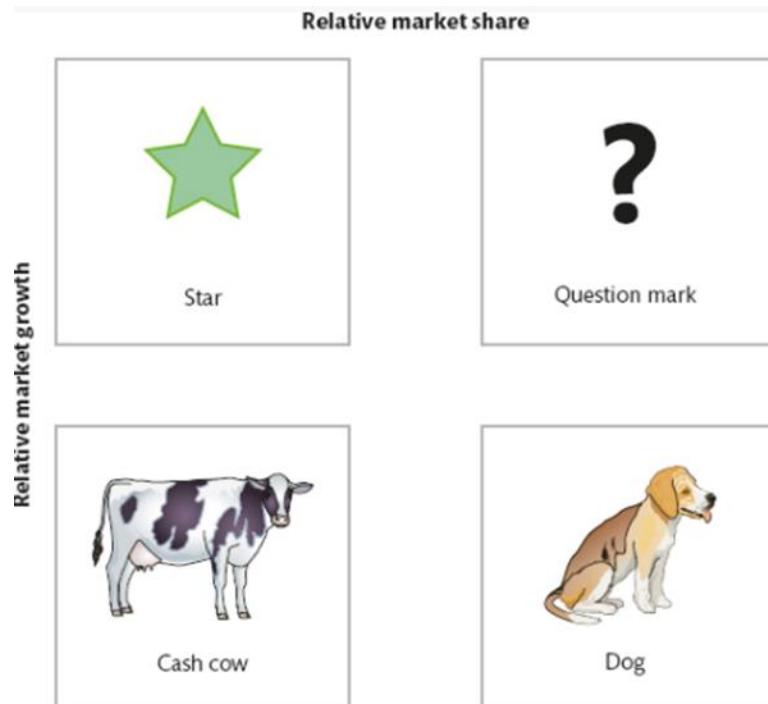
- ▶ « They are likely to be profitable because they are market leaders but require substantial investment to finance the growth and meet competitive challenges »

Source : Kotler, Marketing Management 2019



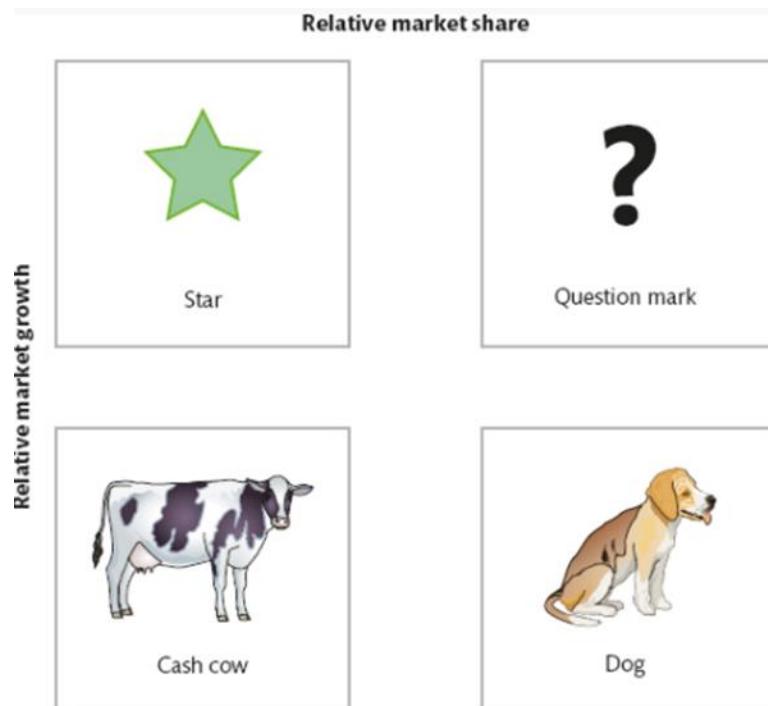
Question mark

- ▶ « These are products in high-growth markets, which causes a drain on cash flow, are low-share products and unlikely profitable. They are big cash users »
- ▶ Source : Kotler, Marketing Management 2019



Dog

- ▶ « These operate in the low-growth markets but have low market share. Most dogs produce low or negative cash flows »
- ▶ Source : Kotler, Marketing Management 2019



Product classification

- ▶ **Leader product:** Brand Flagship product, main turnover contributor example traditional Coca-Cola for Coca-Cola group (Cash Cow products in BCG matrix)

Product classification

- ▶ **Appealing product**
(entry level product):
Main function attract
customers, make sure
they will visit store or
web site to propose
them most profitable
products

Product classification

- ▶ **Branding product:** High-end product that carries the company's brand image and gives it a certain prestige example Hermes and Birkin or Kelly bags

Product classification

- ▶ **Regulator products:** not a seasonal product, product sold all year in order to cover company fixed costs.

Product classification

- ▶ **Tactical product:**
Launch in order to react to a competitor product launch. Ex: Danone Yogurt Bio in reaction to Bifidus Yogurt launching by B'A brand (Small and medium company)

Product classification

- ▶ **Substitute product:** a new product to replace in the future an existing product usually the leading product (Star in the BCG).

Product strategy

Products strategy

- ▶ Product line extension
- ▶ Brand extension
- ▶ Multiple brand launch
- ▶ Brand repositioning



**Product line
extension:** Same
product category,
same brand but a
different product



Brand extension:
Brand used to
launch a new
product
category



Les chaussures Coca-Cola s'inspirent de l'univers "d'optimisme et de bonheur" véhiculées par la marque. © Distrib-est

Multiple
brand
launch:
Brands
launched by
same group
in
competition



Brand repositioning

- ▶ Modernization or repositioning
- ▶ Example Club Med



Brand

Definition

“A name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. The legal term for brand is trademark. A brand may identify one item, a family of items, or all items of that seller »

Source : American Marketing Association

Brand

- ▶ What are the customers' advantages to buy a branded product?

Customers advantages

- ▶ Pledge of quality => **the security**
- ▶ A way for customer to identify, recognize a product, a way to differentiate products from competitors => **a landmark**
- ▶ Enhances the consumer who identifies themselves to brand => **Self image**

Brand typologies

- Product brand
- Branduct (from **Brand** and **Product**)
- Range brand
- Line brand
- Umbrella brand
- Parent and daughter brand
- High Fashion

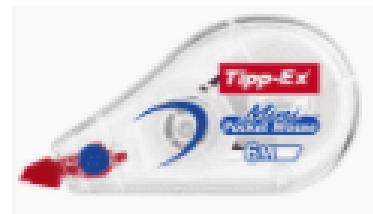
Brand typologies

Product brand:
name and
associated
promises
(Washing
machine
detergent)



Brand typologies

Branduct:
confusion
between
product and
company



Brand typologies

Range brand: different products but homogeneous from a same product range



LINGERIE, COLLANTS ET SOUS-VÊTEMENTS POUR FEMME ET HOMME

Brand typologies

Line brand: identical name, different products (example flavored Yogurts)



Brand typologies

Umbrella brand: products heterogeneous (example Philips)



Brand typologies



**Parent (Example
Garnier) and
daughter
brands (Fructis)**

Brand typologies

High Fashion: original signature
(Dior, Hermès)



Logo

« Un logo ou logotype est une représentation graphique d'une marque ou d'une entreprise qui est utilisé sur les différents supports de communication.»

Source :
<http://wwwdefinitions-marketing.com/Definition-Logo-ou-logotype>



Slogan/tagline

« Short sentence easy to remember used in a repetitive way. »

Source : <http://www.mercator-publicitor.fr/lexique-marketing-definition-slogan>

Slogan/Tagline

- ▶ Apple

Slogan/Tagline

- ▶ Apple : Think different



Slogan/Tagline

- ▶ Apple : Think different
- ▶ **Nokia**

Slogan/Tagline

- ▶ Apple : Think different
- ▶ Nokia



Brand Name



Kodak

► CISCO



CISCO SYSTEMS



- ▶ From the company's original name **Minnesota : Mining and Manufacturing Company**



► Lancôme

► Armand Petitjean



- ▶ Haribo

Hans Riegel, of Bonn



Brand and
Founder

► Yves Saint-Laurent



SAINT LAURENT
P A R I S

YVES SAINT LAURENT



- ▶ Yves Saint-Laurent
- ▶ Coco chanel

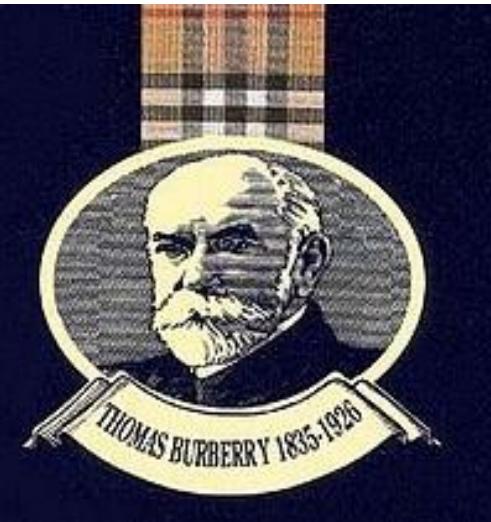


CHANEL

- ▶ Yves Saint-Laurent
- ▶ Coco Chanel
- ▶ Louis Vuitton



- ▶ Yves Saint-Laurent
- ▶ Coco chanel
- ▶ Louis Vuitton
- ▶ Thomas Burberry



BURBERRY

- ▶ Yves Saint-Laurent
- ▶ Coco Chanel
- ▶ Louis Vuitton
- ▶ Thomas Burberry
- ▶ Christian Dior



Dior

- ▶ Yves Saint-Laurent
- ▶ Coco Chanel
- ▶ Louis Vuitton
- ▶ Thomas Burberry
- ▶ Christian Dior
- ▶ William Hewlett and David Packard

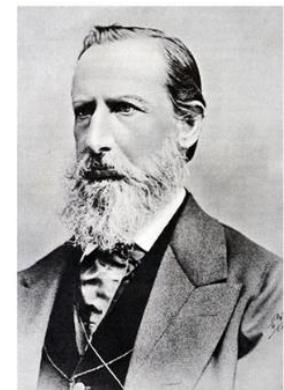


- ▶ Yves Saint-Laurent
- ▶ Coco chanel
- ▶ Louis Vuitton
- ▶ Thomas Burberry
- ▶ Christian Dior
- ▶ William Hewlett and David Packard
- ▶ William Colgate



William Colgate

- ▶ Yves Saint-Laurent
- ▶ Coco chanel
- ▶ Louis Vuitton
- ▶ Thomas Burberry
- ▶ Christian Dior
- ▶ William Hewlett and David Packard
- ▶ William Colgate
- ▶ Henri Nestlé



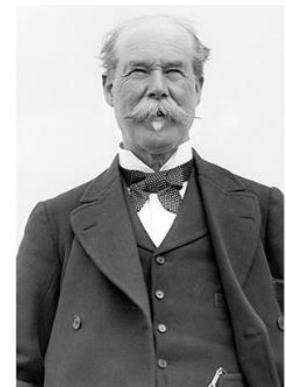
Henri Nestlé

- ▶ Yves Saint-Laurent
- ▶ Coco Chanel
- ▶ Louis Vuitton
- ▶ Thomas Burberry
- ▶ Christian Dior
- ▶ William Hewlett and David Packard
- ▶ William Colgate
- ▶ Henri Nestlé
- ▶ Pietro Barilla



Pietro Barilla

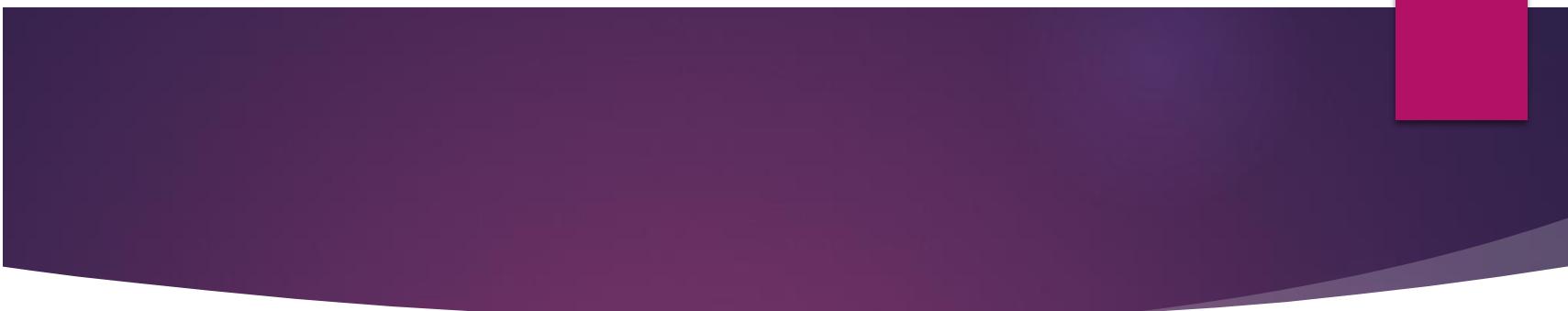
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- ▶ Thomas Burberry
- ▶ Christian Dior
- ▶ William Hewlett and David Packard
- ▶ William Colgate
- ▶ Henri Nestlé
- ▶ Pietro Barilla
- ▶ Sir Thomas Lipton



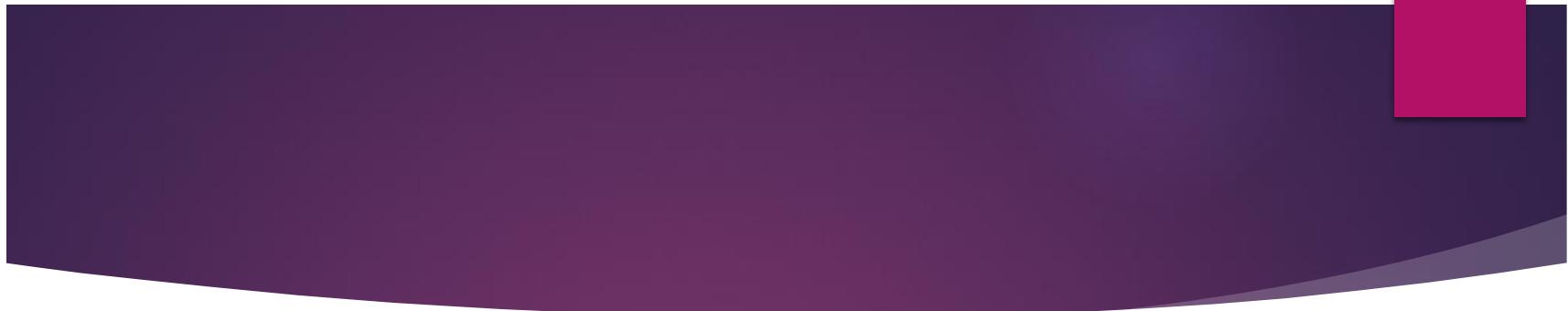
Sir Thomas Lipton

Design



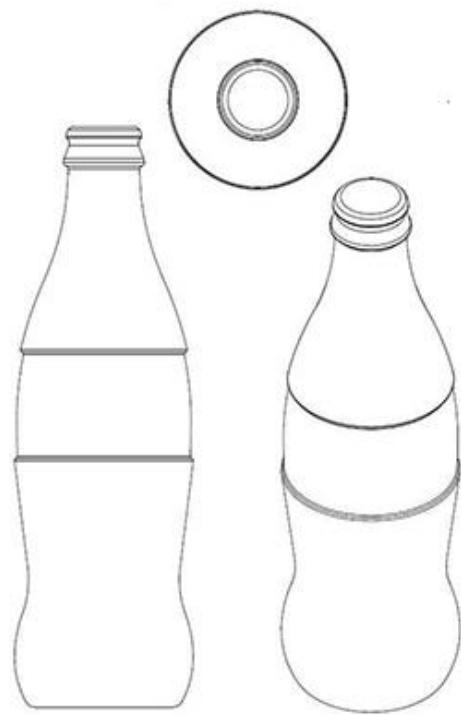














Brand Value

- ▶ How to evaluate brand equity ?
- ▶ Must distinguish :
 - ▶ Market value :\$\$\$\$\$
 - ▶ Market capitalisation : stock market

We can evaluate a brand based on:

- ▶ notorety,
- ▶ image,
- ▶ perceived quality,
- ▶ customers loyalty...



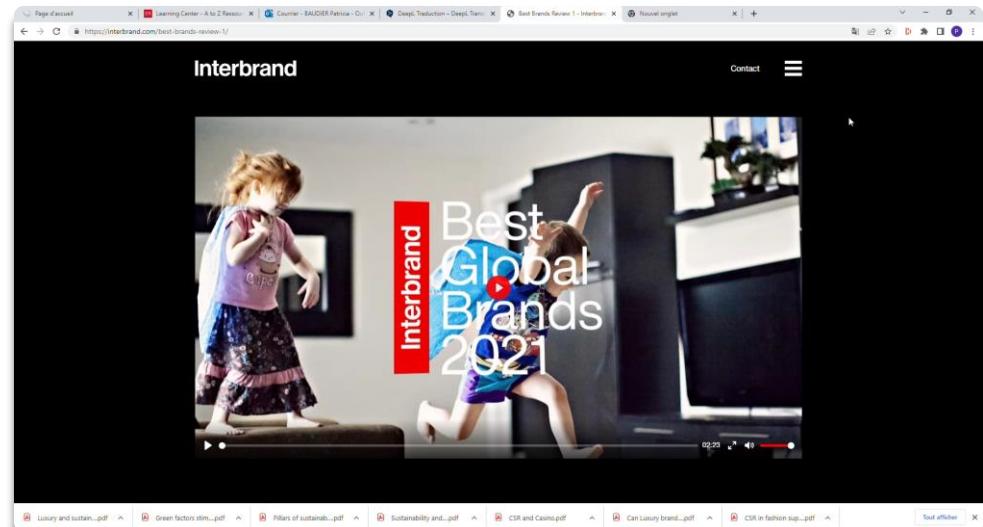
Company in charge of evaluation of most famous brands:

- **Brand Finance** ranking of 100 companies
- **Interbrand** ranking of 500 companies

2012

1  +8% 77,839 \$m	2  +129% 76,568 \$m	3  +8% 75,532 \$m	4  +26% 69,726 \$m	5  Microsoft -2% 57,853 \$m	6  +2% 43,682 \$m	7  +13% 40,062 \$m	8  +12% 39,385 \$m
9  +40% 32,893 \$m		10  TOYOTA +9% 30,280 \$m	11  Mercedes-Benz +10% 30,097 \$m	12  +18% 29,052 \$m	13  Disney -5% 27,438 \$m	14  CISCO +7% 27,197 \$m	15  hp -8% 26,087 \$m
							
16  +4% 24,898 \$m	17  LOUIS VUITTON +2% 23,577 \$m	18  ORACLE +28% 22,126 \$m	19  NOKIA -16% 21,009 \$m	20  amazon +46% 18,625 \$m	21  HONDA -11% 17,280 \$m	22  pepsi +14% 16,594 \$m	
							
23  +1% 16,571 \$m	24  AMERICAN EXPRESS +8% 15,702 \$m	25  SAP +8% 15,641 \$m		26  +4% 15,126 \$m		27  ups +4% 13,088 \$m	28  IKEA +8% 12,808 \$m
							

- ▶ According to you what are the 5 most important brand values ?

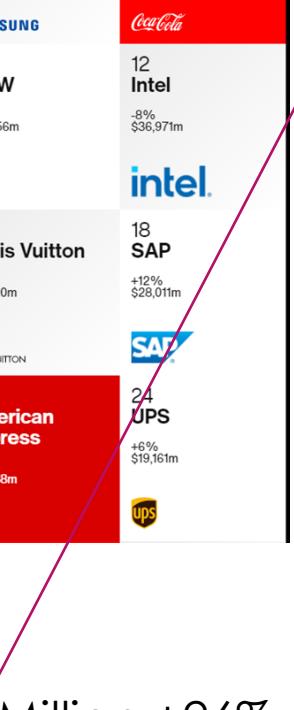


2020-2021

01 Apple +38% \$322,999m 	02 Amazon +60% \$200,667m 	03 Microsoft +53% \$166,001m 	04 Google -1% \$165,444m 	05 Samsung +2% \$62,289m 	06 Coca-Cola -10% \$56,894m 	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 
07 Toyota -8% \$51,595m 	08 Mercedes-Benz -3% \$49,268m 	09 McDonald's -6% \$42,816m 	10 Disney -8% \$40,773m 	11 BMW -4% \$39,756m 	12 Intel -8% \$36,971m 	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 
13 Facebook -12% \$35,178m 	14 IBM -14% \$34,885m 	15 Nike +6% \$34,388m 	16 Cisco -4% \$34,119m 	17 Louis Vuitton -2% \$31,720m 	18 SAP +12% \$28,011m 	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 
19 Instagram NEW \$26,060m 	20 Honda -11% \$21,694m 	21 Chanel -4% \$21,203m 	22 J.P. Morgan +6% \$20,220m 	23 American Express -10% \$19,458m 	24 UPS +6% \$19,161m 	16 Cisco +6% 36,228 \$m 	17 Intel -3% 35,761 \$m 	18 IBM -5% 33,257 \$m 	19 Instagram +23% 32,007 \$m 	20 SAP +7% 30,090 \$m 

No change for the top 8

2020-2021

01 Apple +38% \$322,999m 	02 Amazon +60% \$200,667m 	03 Microsoft +53% \$166,001m 	04 Google -1% \$165,444m 	05 Samsung +2% \$62,289m 	06 Coca-Cola -10% \$56,894m 
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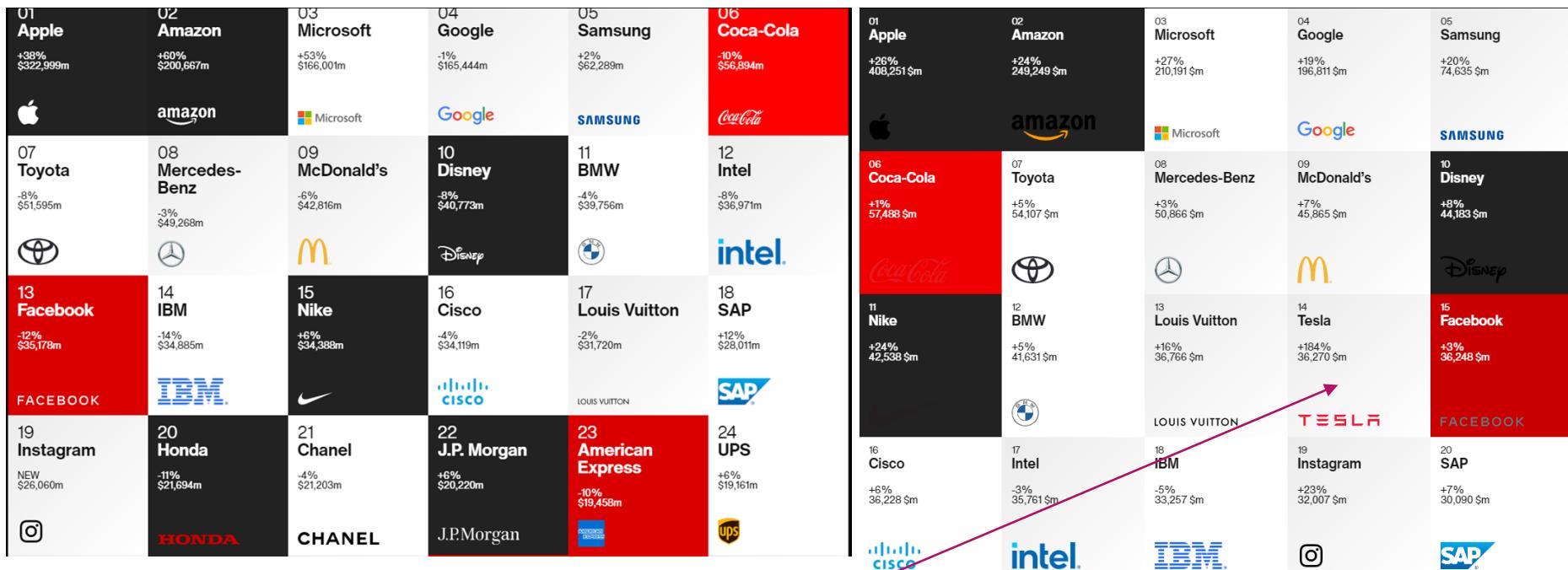
\$408 251 Million +26%

2020

01 Apple +38% \$322,999m 	02 Amazon +60% \$200,667m 	03 Microsoft +53% \$166,001m 	04 Google -1% \$165,444m 	05 Samsung +2% \$62,289m 	06 Coca-Cola -10% \$56,894m 	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 
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From 15 to 11

2020



New in the top 20 ranking :

2020

01 Apple +38% \$322,999m 	02 Amazon +60% \$200,667m 	03 Microsoft +53% \$166,001m 	04 Google -1% \$165,444m 	05 Samsung +2% \$62,289m 	06 Coca-Cola -10% \$56,894m 	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 
07 Toyota -8% \$51,595m 	08 Mercedes-Benz -3% \$49,268m 	09 McDonald's -6% \$42,816m 	10 Disney -8% \$40,773m 	11 BMW -4% \$39,756m 	12 Intel -8% \$36,971m 	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 
13 Facebook -12% \$35,178m 	14 IBM -14% \$34,885m 	15 Nike +6% \$34,388m 	16 Cisco -4% \$34,119m 	17 Louis Vuitton -2% \$31,720m 	18 SAP +12% \$28,011m 	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 
19 Instagram NEW \$26,060m 	20 Honda -11% \$21,694m 	21 Chanel -4% \$21,203m 	22 J.P. Morgan +6% \$20,220m 	23 American Express -10% \$19,458m 	24 UPS +6% \$19,161m 	16 Cisco +6% 36,228 \$m 	17 Intel -3% 35,761 \$m 	18 IBM -5% 33,257 \$m 	19 Instagram +23% 32,007 \$m 	20 SAP +7% 30,090 \$m 

Brand who disappear from the top 20 ranking :

Goodwill

- ▶ Nestlé bought Rowntree 3 times his market capitalisation and 26 times their financial statements



Goodwill

- ▶ Buitoni group sold the equivalent of 35 times their financial statements



Goodwill

- ▶ Procter & Gamble bought in feburay 2005 Gillette brand 41 times their financial statements.



Fusion5



Series Sensitive

Goodwill

- ▶ **Goodwill** = Gap between market value and price paid
- **Intangible value: Goodwill or Delight**

Packaging

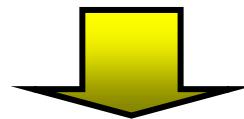
Packaging

- ▶ What are the main functions of a packaging?

Marketing support

- ▶ Packaging is the first contact for consumer with products
- ▶ Sometimes the only support to communicate

First brand support





Packaging

Pasta



Fettuccine

500g

500g

Spaghettoni

500g

500g



Pasta



Cavatappi

500g

500g

Packaging

- ▶ Protection against light
- ▶ Improve storage



Packaging



Packaging



Packaging

Breakfast Cereals

Mango, Walnut and Royal Jelly

Low fat breakfast cereals contains mango pieces, walnuts and royal jelly

Nutrition Information		
Serving per package: (insert number of servings)		
Serving size: g (or mL or other units as appropriate)		
	Qty per Serving	Qty per 100g (or mL)
Energy	kJ (Cal)	kJ (Cal)
Protein	g	g
Total fat	g	g
Saturated fat	g	g
Carbohydrate	g	g
Sugar	g	g
Sodium	mg (mmol)	mg (mmol)
(insert any other nutrient or biologically active substance to be declared)	g, mg, ug (or other units as appropriate)	g, mg, ug (or other units as appropriate)

INGREDIENTS:
Whole grain wheat, corn, rolled oats, palm oil, aspartame, mango pieces [mango, mango juice, humectant (glycerol), tartrazine, natural mango flavour], royal jelly, walnuts, minerals (Calcium carbonate, iron sulphate), vitamins (Vitamin C, Vitamin B6, Folic acid, Vitamin B12) and spices.

PHENYLKETONURICS:
CONTAINS PHENYLALANINE

WARNING - THE PRODUCT MAY NOT BE SUITABLE FOR ASTHMA AND ALLERGY SUFFERERS.

USE BY: 01/12/2010

Low Fat

NET WEIGHT: 500g

Packaging

NUTRI-SCORE



Nutriscore



EU Organic logo



Fair trade logo



Recycle



logo for people with a special diet

Packaging



Customer's behavior: Recycling

Instruction to use

Packaging

Promotions



Functions

- Protect product
- Facilitate transportation
- Help sales (specific packaging for example batteries)
- Facilitate consumption
- Product information
- Support for communication
- Preserve product...



PRICE

Price

- ▶ Low price, low quality: Saving strategy



Price

- ▶ Low price, high quality: Gift strategy

Price

- ▶ High price, low quality: Exploitation

Price

- ▶ High price, high quality: high-end, luxury



FR ▶ SEPHORA

Rechercher un produit, une marque.....

Magasin et Services Compte

Maquillage Parfum Soin Visage Corps & Bain Cheveux Sephora Collection Nouveautés Marques Bons Plans Cadeaux Good For

Sephora / Soin Visage / Type de soin / Crème de nuit

LA PRAIRIE
Pure Gold
Baume De Nuit Radiance

La nuit est pour la peau un moment de récupération et de reconstruction. Mais les processus de régén...
[En savoir plus](#)

60 ml

905,00€
1.508,33€ / 100ml

JE LE VEUX

PayPal Paiement sécurisé en plusieurs fois sans frais

Reference pricing

- ▶ **Internal:** based on consumer experience
- ▶ **External:** Based on environment example advises prices

Psychological price

Price the customer is ready to pay to buy a product.

- ❖ Lower pricing: not enough expensive (doubt on quality)
 - ❖ Higher pricing: too expensive
 - ❖ Recommended pricing
- Method: ask customers

Psychological price

- Not a rounded price: 9,99€

Série Free
110 Go
—
13 €99
/mois

pendant 1 an, puis Forfait Free 5G à 19.99€/mois

Sans engagement

⌚ Jusqu'au 25/10/2022



Pricing comparison



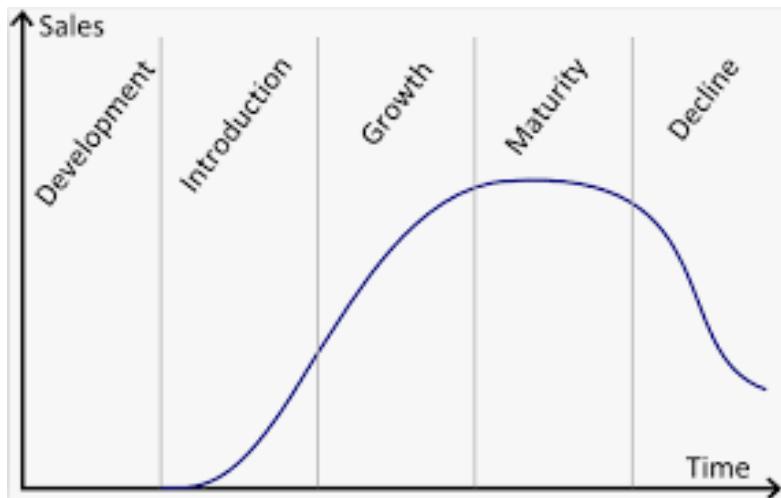
Price definition



Price

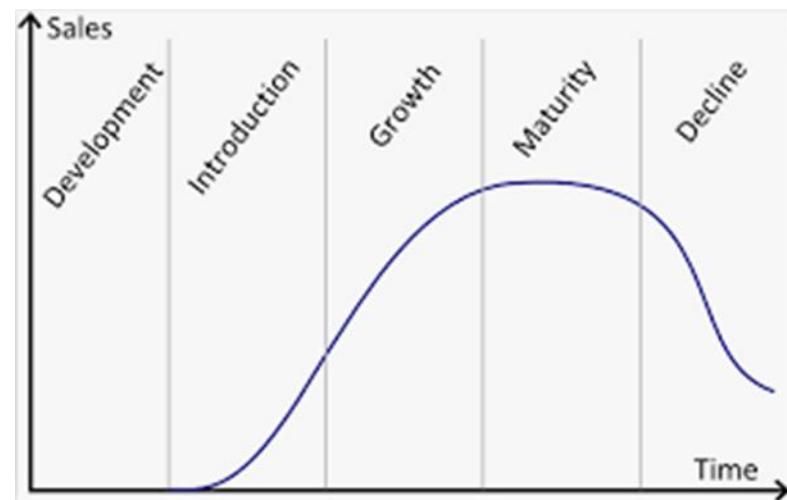
- ▶ Product cycle life
- ▶ Company pricing policy
- ▶ Competition
- ▶ Break even
- ▶ Price impact (increase or decrease) on demand =)
price elasticity

Product Life Cycle



Product Life cycle

- ▶ Launch =) High Price

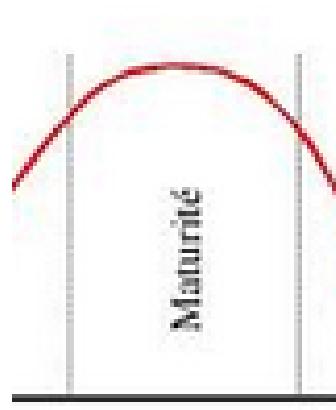


Product Life cycle

- ▶ Growth =) price is increasing

Product Life cycle

- ▶ Maturity => Price is decreasing:
 discounts...



Product Life cycle

- ▶ **Decline** => Price is drastically decreasing

Price strategy

Premium policy

High price => Company strategy

High end policy

10€/Kg

- ▶ The production, around 2200 tons per year, accounts for only about 2% of the national volume. But the blue crates and fresh bags stamped "Ile de Re" go like hotcakes in the space of two months of marketing.



Source : <http://www.sudouest.fr/2013/05/11/ile-de-re-la-saison-de-la-pomme-de-terre-primeur>

Penetration policy

Low price

- **Gain market share quickly**
- **Huge economy of scale due to production increase**
- **Huge sales**

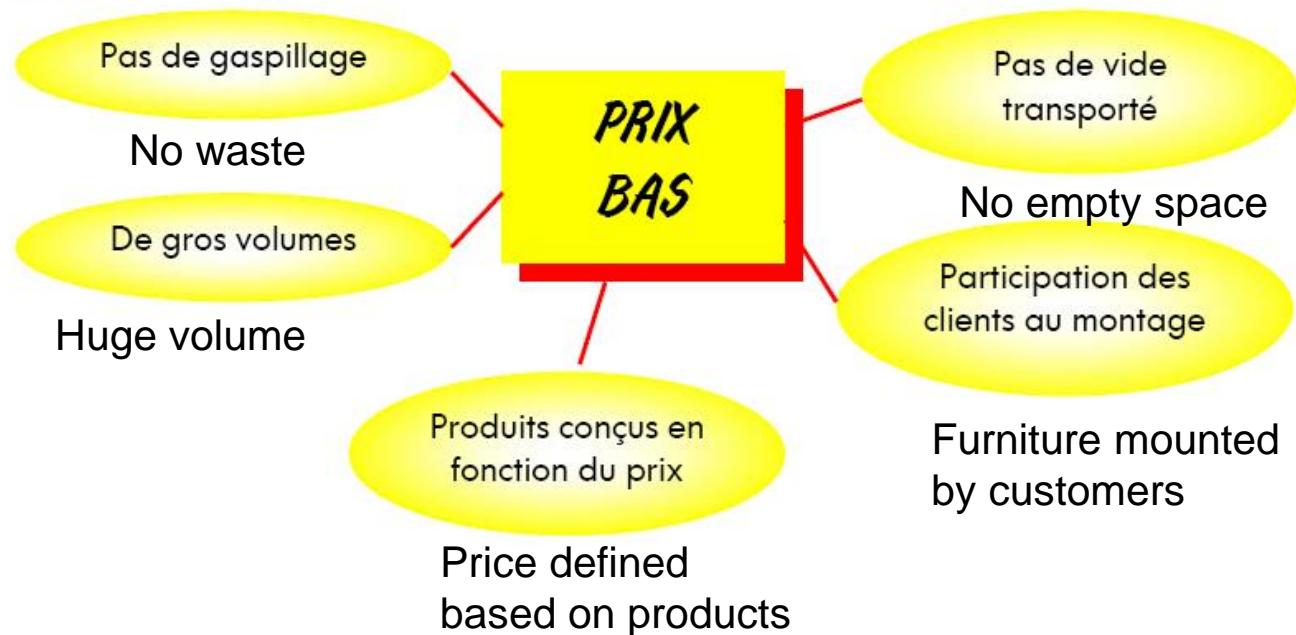
- Often used for mass market product
- Low level of innovation

Low costs strategy

- ▶ Do you know the Ikea brand?
- ▶ What is their pricing strategy?

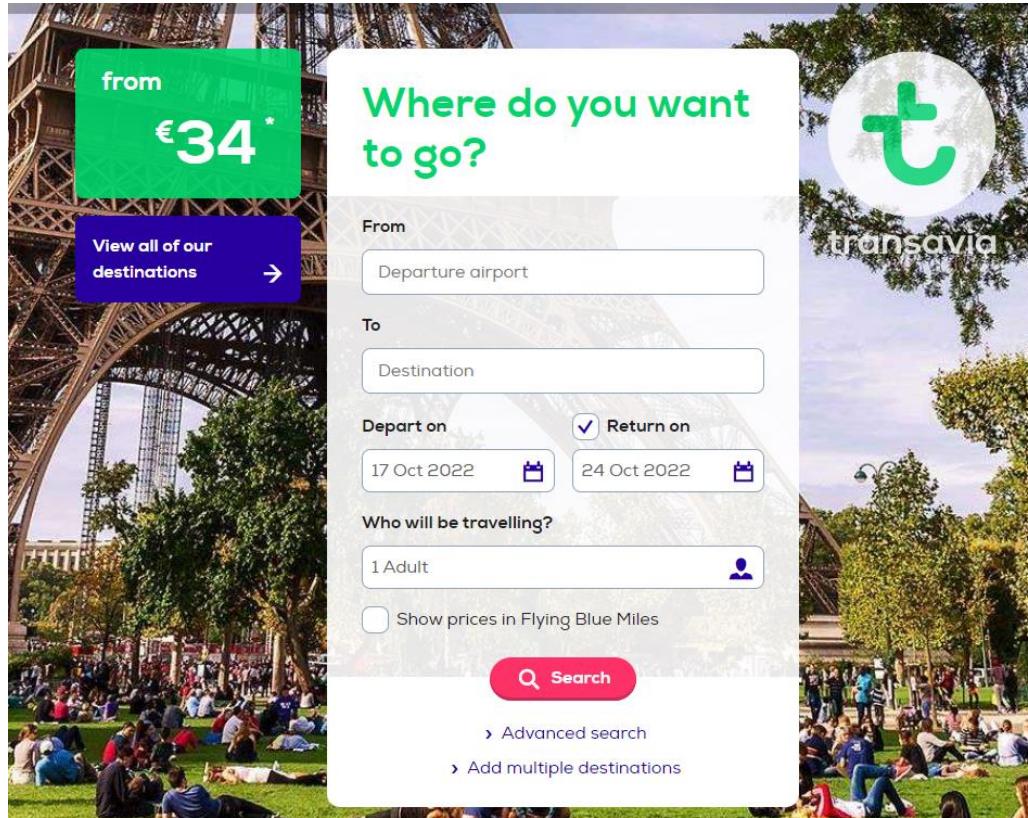


Ikéa Example



Pub Ikéa _Démarre la voiture !!!_.mp4

« Low costs » policy



Extracted October, 16th, 2022 <https://www.transavia.com/en-UK/home/>

Promotional pricing policy

- ▶ Temporary price reduction (examples)
 - Partial reimbursement on loyalty card
 - Bogof (Buy one get one free)
 - 30% immediate reduction
 - Discount coupon/Voucher
 - Partial or total reimbursement
 - Free credit or reduced rate...

Different prices

► Example Club Med

The image shows a promotional page from Club Med under the heading "Under the sun". It features three sections: 1) "Kids under 4 stay FREE" (with a photo of a baby being held), 2) "Up to 40% off - from 4 to 11 years old" (with a photo of children on a beach), and 3) "Up to 20% off - from 12 to 17 years old" (with a photo of teenagers). Each section includes a diamond-shaped discount badge.

Age Group	Discount	Description
Kids under 4	FREE	Young children under 4 years old stay and dine for free at all our sun resorts.
4 to 11 years old	Up to 40% off	Kids aged between 4 and 11 years old get a discount up to 40% off in all sun resorts.
12 to 17 years old	Up to 20% off	Teens aged between 12 and 17 years old get up to 20% off the adult prices in all sun resorts.

Different prices

Discount on quantities =) Washing powder



Group Discount

Group special Discount

Bundles

Bundles or grouped orders



YIELD MANAGEMENT

- ▶ Price depending on attendance (Low, medium or high)

<i>Time prior to booking date</i>	<i>Historic room occupancy range (%)</i>	<i>Current reservations (%)</i>	<i>Recommended rate (£)</i>
1 November	20–30	22	90
1 December	35	29	85
1 January	55	60	95
1 February	75	72	98
1 March	85	86	110
9 March	94	98	115
10 March	96	97	110

YIELD MANAGEMENT

- ▶ Other example : American airlines, Shinkansen...)





Competition

Competition

- ▶ Leader strategy



Competition

- ▶ Challenger strategy: increase market share



Competition

- ▶ Follower strategy: follow the leader



Competition

- ▶ Specialist strategy



Example

4.53 € / L



1.53 € / L



1.50 € / L



0.71 €/L



differentiation:
ecological
+
hypoallergenic

**Leader 49.1 %:
innovation (1.5 = 3l)**

**Number 2:
Follower**

**Private label:
Low price/ volume
strategy**

High pricing strategy

➤ Price is higher than average pricing

- ✓ A higher margin
- ✓ Different from competitor
- ✓ Image of innovation and quality



Pricing Strategy

Low pricing strategy

➤ Price is lower than average pricing

- ✓ Possible only if huge volume of sales
- ✓ Consumer are very sensitive to pricing
- ✓ Strategy used to increase market share



Pricing Strategy

Alignment strategy

➤ Price is closed to leader price or main competitor

- Look carrefully to competition
- Choice for example to be 5% below competitor pricing
- Alignment Strategy doesn't mean agreement with competitors



Pricing Strategy

The leader, represents a market share of more than 49%, he decides market prices.

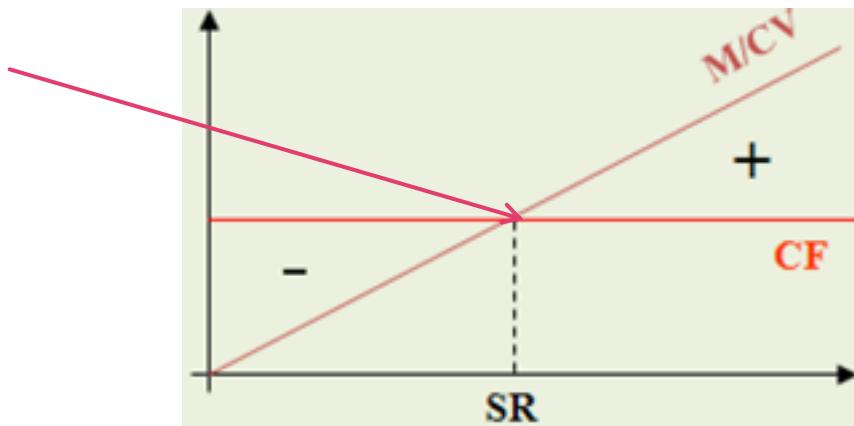
Two strategies:

- ▶ **Offensive Strategy:** Trigger pricing war
- ▶ **Defensive Strategy:** Play with competitive advantages
 - Innovation and technical advance
 - Intensive distribution
 - Huge advertising budget



Break even

- ▶ Level of turnover to reach level of charges



Price Elasticity

- ▶ Elasticity demand /price
- ▶ % demand modification
- ▶ $E = \frac{\% \text{ demand modification}}{\% \text{ price modification}}$

Price Elasticity

Inelastic demand if :

- E between 0 and -1 (Price doesn't impact demand)

Elastic if :

- E is below -1 (Price impact demand)

Example price increase +10%, decrease on demand of -20%

$$=) \quad -20\% / +10\% = -2$$

Example price decrease of -10%, demand increase of +20%

$$=) \quad +20\% / -10\% = -2$$

- E is above 0 (price increase involve a demand increase – very rare)

Price Elasticity

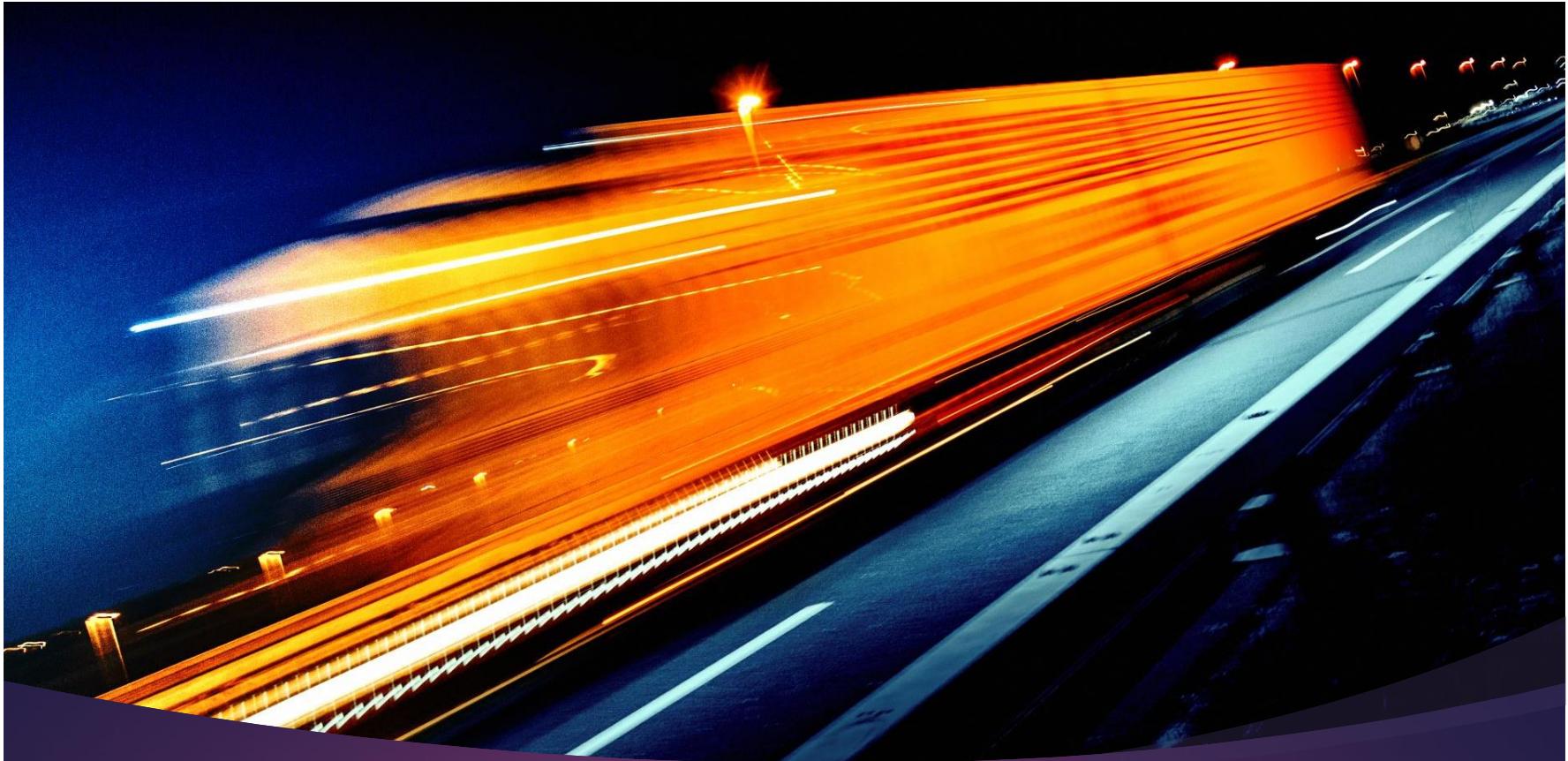
- ▶ Bread Elasticity: - 0,1
 - ▶ High-end product Elasticity: - 5 (average class)
 - ▶ Champagne Elasticity: - 4,7
-
- The more the consumer is casual, the more the price is elastic
 - The more the consumer use a product, the less the price is elastic

Place

Definition

All activities, when product is ready to be sold, from the time products leave producer factory until consumers buy them

Source : « Marketing Management
« Kotler



Distribution Channel

Levels of distribution channel

- **0 level** = direct sales
 - Producer/ Consumer
- **1 level** = short channel
 - Producer/ Retailer/ Consumer
- **2 levels** = semi-long channel
 - Producer/ Distributor/ Retailer/ Consumer
- **3 levels** = long channel
 - Producer/ Distributor/ Semi distributor/ Retailer/ Consumer



Companies can have several levels of distribution

Typology of sales

- ▶ Direct =) From producer to consumer
 - Foods (Market)

Typology of sales

- Direct sales in factory



Typology of sales

- Internet sales



Typology of sales

- Sales in their own stores

Typology of sales

Advantages

- Producer has a better knowledge of customers
- Price control

Inconvenients

- Loads can be more important (a lot to do)
- Must produce and distribute
- Geographical limits (solution: internet)

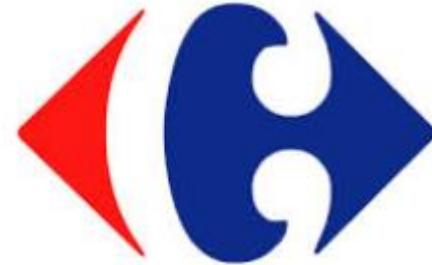
Typology of sales

- ▶ Franchisees



Typology of sales

- ▶ Label stores network (distributors and retailers) such as Carrefour, Walmart)



Typology of sales

- ▶ Associated network like Intermarché or Leclerc
(independant stores using a central purchasing agency)



Typology of sales

- ▶ Distributors deliver a lot of different retailers (ex Ingram Micro in the IT business or Metro in food)



Typology of sales

Advantages

- Producers are not directly in charge of delivery
- Storage costs supported by distributors ...!
- Good geographical distribution

Inconvenients

- Retail function hard to manage
- Pricing control impossible
- Difficulties to control costs

Function of distribution

Distribution function

- ▶ Storage
- ▶ Stock management
- ▶ Breakdown (Distributors, central purchasing)
- ▶ Aggregation (Distributors, central purchasing)
- ▶ Goods transportation
- ▶ Choice of the assortment
- ▶ Fundings (stocks, consumer credit)
- ▶ After sales service, installation...
- ▶ In charge also of communication (promote purchasing)
- ▶ Collect information: customers, competitors and other
- ▶ Transfer of ownership: from seller to buyer

Sales Methods

Sales methods

- Sales in store
 - Traditional
 - Self-service
- Distance selling
 - Internet
 - Mail order
- Home sales
- Market sales
- Automatic sales

► VENDING MACHINES



Mod Kozh garden provide vegetables
thank to an automatic machine at
Grâces, in Britany.



Magali Dorques, producer at
Villeveyrac, in l'hérault region
(Photo CH.PALASZ)



Raw milk farmer at Montauban
Michel Cantaloube from
his farm.



Un magasin automatique Y'aTooPartoo

Bought by Casino
in 2007, 65 stores
2500 products
50% products
grocery
and 50% fresh
products

Classification

Hyper markets
> 2499 m²

Super markets
399m² -2500 m²

Mini markets
120 m² - 400 m²

Convinience stores

Internet

- ▶ e-commerce
- ▶ m-commerce
- ▶ t-commerce

Typology

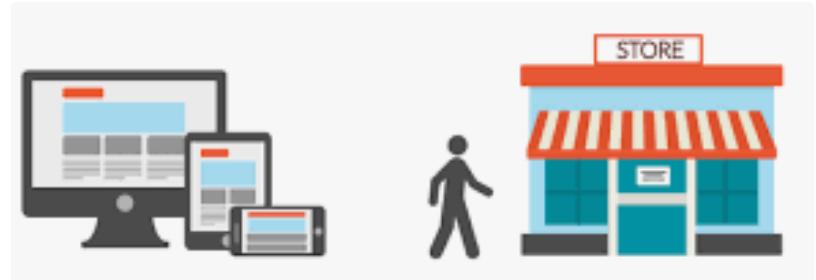
- Pure players: only on internet

The Vinted logo, featuring the brand name in its signature white, handwritten-style font, centered on a teal rectangular background.

Typology

SEPHORA

- Click and mortar



Typology

- Click and pick



The Pros

- Price
- Easy to use/quick
- Peace of Mind (37% of internet user have decided to buy on internet in order not to have any pressure from vendor)
- The choice, the comparison
- Promotions / e-mailings

The cons

- Lack of human contacts
- Lack of confidence in payment methods
- Impossible Negotiations
- Time frame to receive product
- No direct contact with product
- Lack of sales rep advises

Distribution strategy

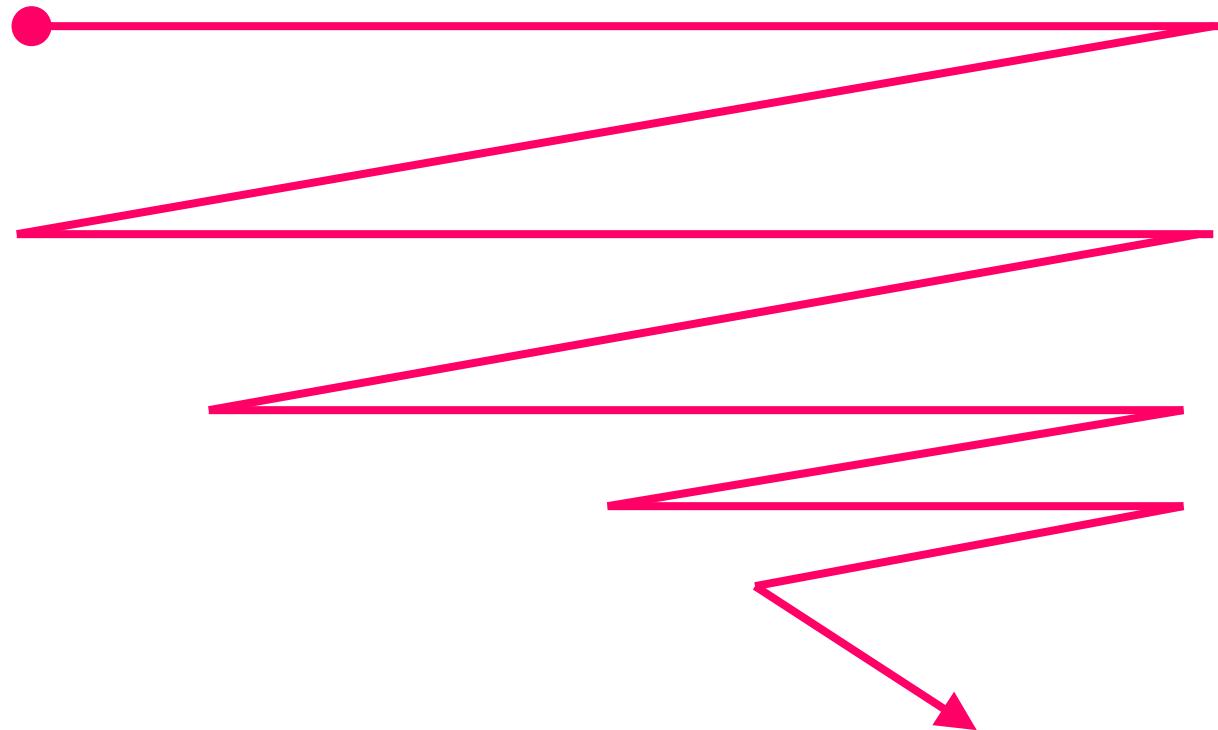
- ❖ **Intensive strategy (Mass distribution)**: Sales in the largest possible number of outlets example Nutella
- ❖ **Selective strategy**: Channel selection based on their abilities example: Sephora
- ❖ **Exclusive strategy**: strong selection example: Hermes

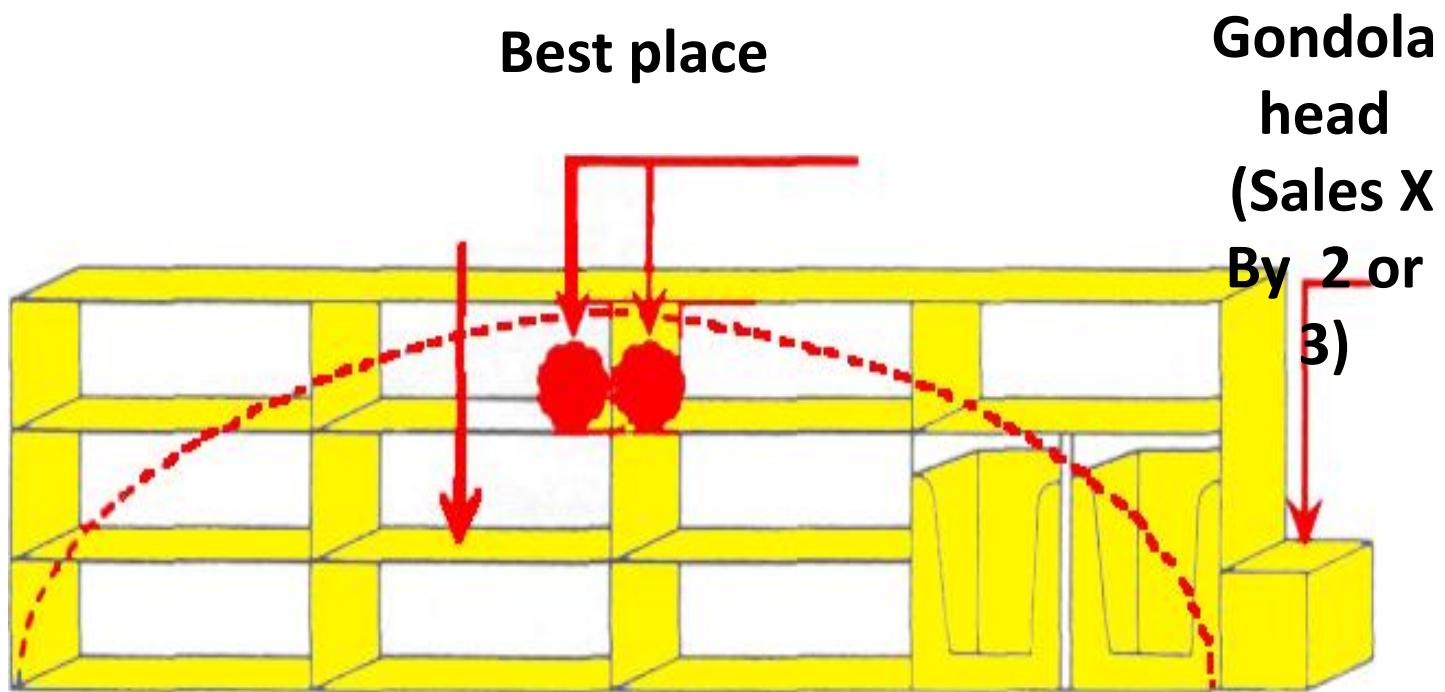
Merchandising

- ▶ Technics in order to improve product visibility therefore increase sales

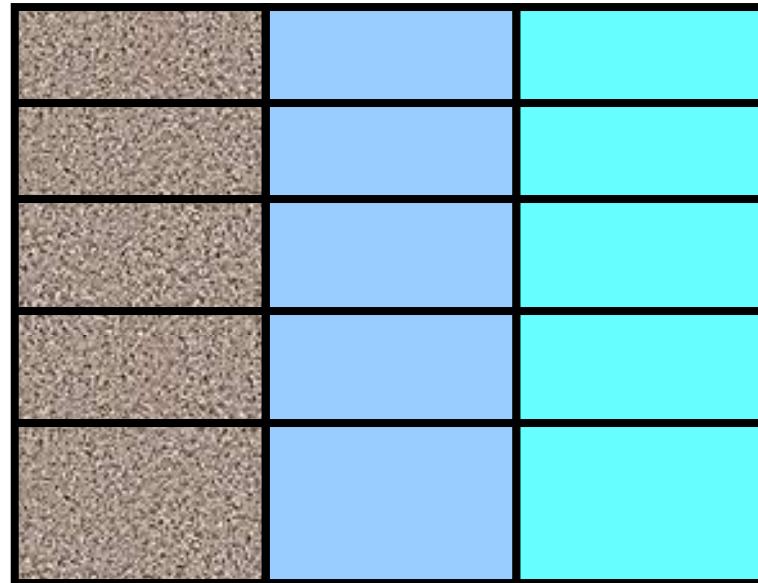


Optical scanning



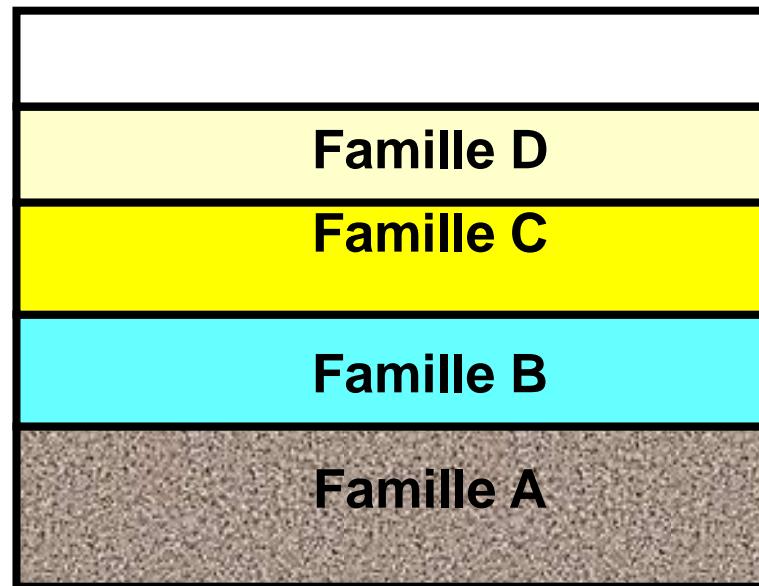


Merchandising



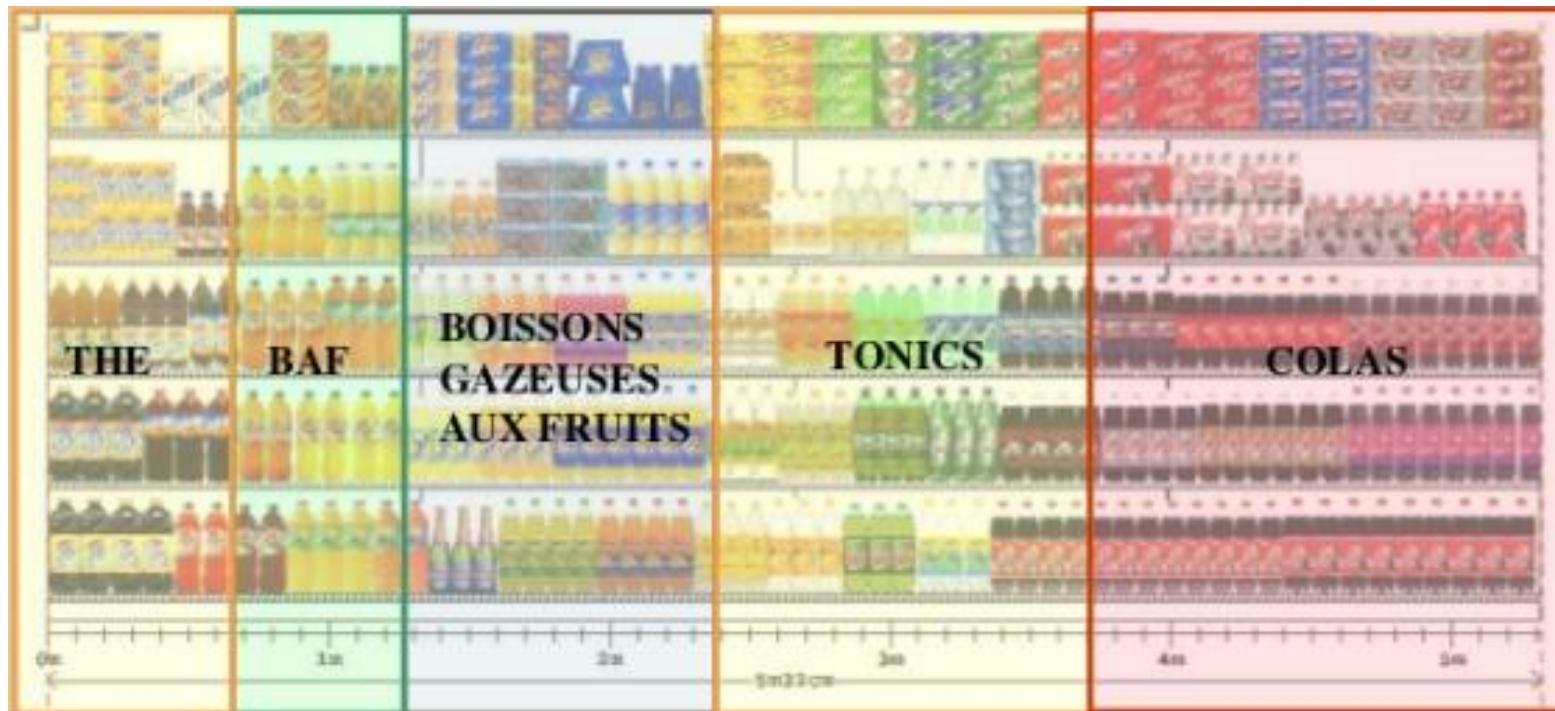
Vertical implementation

Merchandising



Horizontal implementation

Example vertical implantation



Example vertical implantation



Merchandising

Frozen products moved from horizontal to vertical

- Results: Sales increased by more than 20%



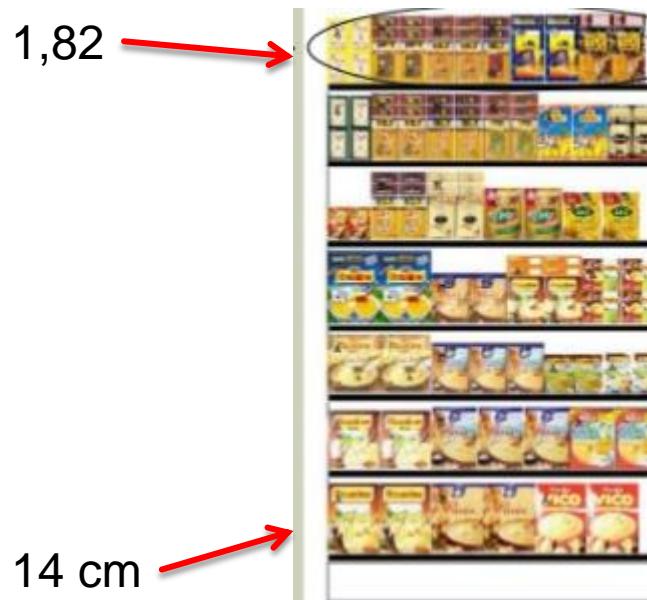
Cross selling

- **Definition:**
« Marketing actions in order to motivate customers to buy additional products ». (Source: Mercator)



Merchandising

- Recommended implantation 1,75 m
- Average size (French women) 1,62m with 11% below 1,54m



Conclusion

- ▶ Distribution is a key variable of Marketing Mix
- ▶ Distribution drastically change during the last 10 years (Internet)
- ▶ New distribution channel: e-commerce, m-commerce, t-commerce...



Promotion/ Communication

Communication

- ▶ Communication:
 - ▶ Media Communication
 - ▶ Non media Communication





NON-MEDIA COMMUNICATION

NON-MEDIA

► **2/3 of communication budget:**

1. Direct Marketing: Spending for direct marketing = spending for media communication
2. Sales promotion
3. Public Relation
4. Events
5. Sponsorship and sponsoring



DIRECT MARKETING

Types



MAILING, E-MAILING,
M-MAILING (SMS),
BUS MAILING, ...



FLYERS WITHOUT
ADDRESS



PHONE MARKETING



CATALOGUES (VPC)

DIRECT MARKETING

Direct Marketing direct using a customer database

- Mailing personalized

Direct Marketing direct anonymous

- Flyers without address

TOOLS



POST MAIL



INTERNET



MANUAL
DISTRIBUTION



PHONE (LESS
USED)

OBJECTIVES

01

Sell:
Immediate
purchase

02

Make
customers
loyal

03

Qualify:
Identify
potential
consumers

SALES PROMOTION



DEFINITION

Set of techniques to stimulate demand in
the **short term, increasing** product level of
purchasing (Source: Kotler)

PROMOTIONNAL OFFERS

- ▶ Immediate discount (anniversary price, ...) with a price reduction to buy a products or service at a lower price during a certain period of time.



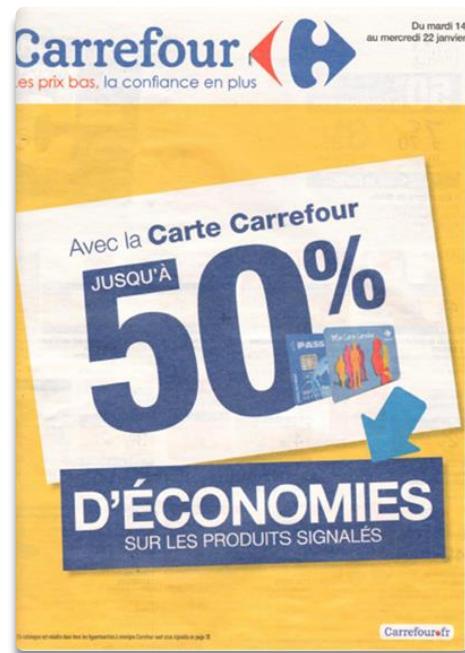
PROMOTIONNAL OFFERS

- Immediate discount (anniversary price , ...)
- Price-pack deal



PROMOTIONNAL OFFERS

- Immediate discount (anniversary price , ...)
- Price-pack deal
- Direct discount on loyalty card,



PROMOTIONNAL OFFERS

- Immediate discount (anniversary price, ...)
- Additional products
- Direct discount on loyalty card,
- Discount on quantities (example BOGOF: buy one get one free)



PROMOTIONNAL OFFERS

- Immediate discount (anniversary price, ...)
- Price-pack deal
- Direct discount on loyalty card,
- Discount on quantities (example buy one get one free)
- Discount coupon (on packaging, online couponing, by mailing, on shelf, in press...)



PROMOTIONNAL OFFERS

- Immediate discount (anniversary price, ...)
- Price-pack deal
- Direct discount on loyalty card,
- Discount on quantities (example buy one get one free)
- Vouchers (on packaging, on internet, by mailing, in press...)
- Samples,



PROMOTIONNAL OFFERS

- Immediate discount (anniversary price, ...)
- Price-pack deal
- Direct discount on loyalty card,
- Discount on quantities (example buy one get one free)
- Discount coupon (on packaging, on internet, by mailing, in press...)
- Samples,
- Free trial (example satisfied or reimbursed),



PREMIUMS



- Direct premiums (ex: gift with purchase)

PREMIUMS



- Direct bonus (ex: gift in the product)
- Bonus with reusable container

PREMIUMS

- Direct bonus (ex: gift in the product)
- Bonus with reusable container
- Rebates: Consumers are offered money back if the receipt and barcode are mailed to the producer



PREMIUMS

- Direct bonus (ex: gift in the product)
- Bonus with reusable container
- Rebates
- Delayed bonus self paid (with consumer financial participation + proof of purchase)



PREMIUMS

- Direct bonus (ex: gift in the product)
- Bonus with reusable container
- Rebates
- Delayed bonus self paid (with consumer financial participation + proof of purchase)
- Referral Bonus



POINT OF SALES

- Point of sales displays
- Free tasting stand
- Head gondola
- Shelves
- Animation



OTHER SALES TOOLS

- Goodies
- Contest, sweepstakes,
games



PUBLIC RELATIONS

- Opened days
- Enterprise guided tour
- Conferences, speeches, congress and seminars
- Companies gift
- Lobbying
- Press relation
- Opinion leaders

Events

- ❑ Design and stage an event for the general public, to promote the company or its products
- Exemple: Apple expo, CES, tour de France



SPONSORING SPONSORSHIP

Financial contribution to support a cause, an event:

- **Sports:**
 - event such as Olympic games, Roland Garros tournament,



SPONSORING SPONSORSHIP

Financial contribution to support a cause, an event:

➤ **Sports:**

- event such as Olympic games, Roland Garros tournament,
- Sports: Football, sailing, F1 (Sahara Force India;,



Corporate Sponsorship

We offer opportunities in many different types of events and organizations. Every opportunity is thoroughly evaluated in advance. It is the responsibility of the host before advertising.

SPONSORING SPONSORSHIP

Financial contribution to support a cause,
an event:

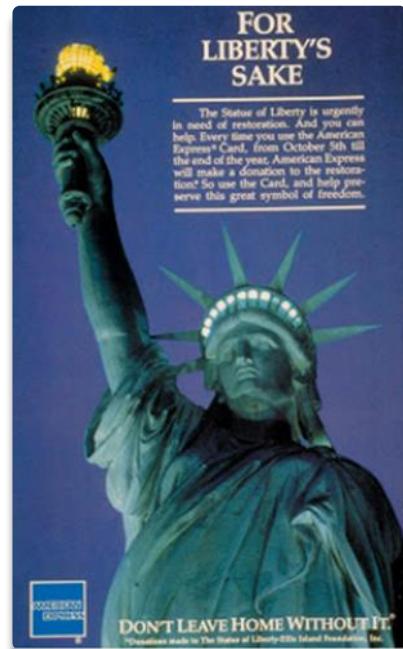
➤ **Sports:**

- event such as Olympic games, Roland Garros tournament,
- Sports: Football, sailing....,
- Sportsman



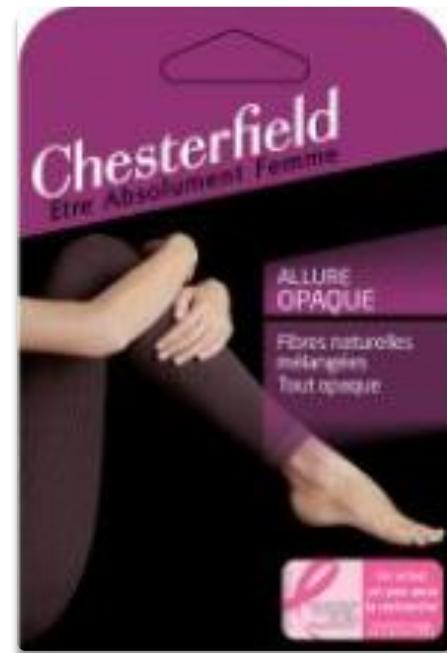
SPONSORING SPONSORSHIP

- **Cultural:** Rehabilitation of historic monuments,
Enrichment collections of major museums,
Encouragement to contemporary



SPONSORING SPONSORSHIP

- **Humanitarian:** Large causes, fight against poverty, cancer, AIDS



SPONSORING SPONSORSHIP

- Social and sustainable development: environment, fair trade ...



Media communication

Typology

- Informative communication
- Persuasive communication
- Recall Communication

Informative communication

- **Cognitive: informative dimension**

- Inform user regarding product
- Give information
- Improve notoriety, brand knowledge
- Better Knowledge on product/service: information, product characteristics, recipe...



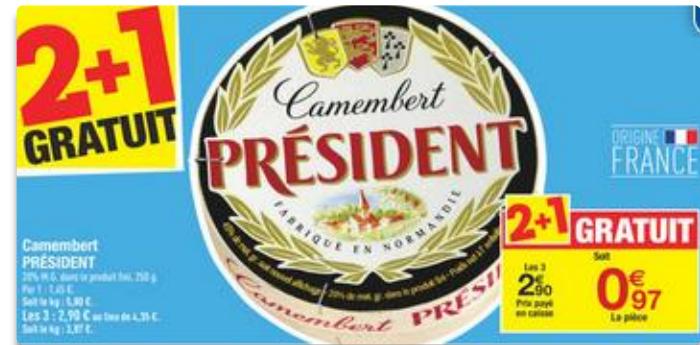
Communication affective

- **Affective: motivation, attitude**
 - Fascination for a product or a brand
 - Effect on image
 - Product, brand preference



Communication conative

- **Conative: purchase**
 - Convince, purchase intention, behavior
 - Test (sample, tasting), loyalty

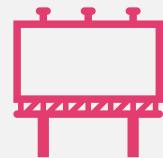


Communication

In summary:

- ▶ **Cognitive** =) Reveal
- ▶ **Affective** =) Make the love, feel emotion
- ▶ **Conative** =) To act, to buy

Communication strategies



PULL strategy: Pull the consumer to the unknown product



PUSH strategy: Push a known product to the consumer

Budget

Duster campaign « Enjoy» 2011:

Campaign budget: 2.5 M€ (TV)

Sale increase by more than 1 370 %
during the TV campaign.

For 1 euro invested on TV,

Dacia/Renault collected 13 euros of
turnover



Guerilla/ Street Marketing

Guerilla/Street Marketing

- ▶ A marketing tactic *in* which a company uses surprise and/or unconventional interactions *in* order to promote a product or a service
- ▶ Guerilla Marketing is often used by small businesses
- ▶ Efficient Marketing activities with a very low budget
- ▶ Guerrilla marketing uses to capture attention and develop word-of-mouth

EXAMPLES



EXAMPLES



Guerilla Marketing



Street Marketing™ Michel et Augustin New York.mp4



Guerilla Marketing Idea - Car Insurance Company.mp4

Stealth Marketing



- ▶ Stealth marketing = buzz marketing,
- ▶ A strategy based on “secret”
- ▶ Concept: advertises a product to people without them knowing they are being marketed to.
- ▶ The well-known one = product placement.
- ▶ The main purpose of stealth marketing is not to generate immediate sales, but to prepare then and create interest / excitement that will make consumers more receptive to direct advertising later.

Example of product placement

- ▶ Worth product placement
- ▶ <https://www.youtube.com/watch?v=4cgVR7YZuVU>



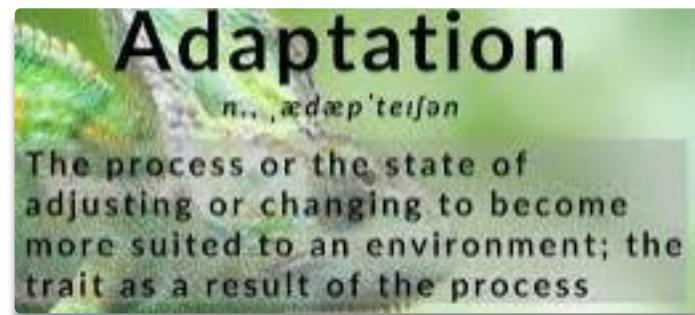
Top 10 Product Placements In Movies_2.mp4

Agencies roles



Agencies

- ▶ Adaptation:
 - ▶ You must adapt your planning to your consumer
 - ▶ Focus on planning and budget
 - ▶ Caution some customer don't know how to read a story board, sometimes they need to see the advertising to decide =) could be a big issue
 - ▶ Brands sometimes decide to employ a person from an agency



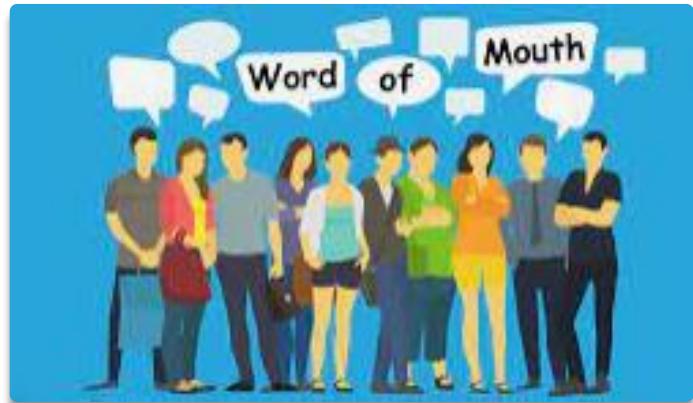
Agencies

- ▶ The agency expertise:
 - ▶ Must answer quickly (within 5 days) with a quote
 - ▶ Must respect the brief and propose the copy strategic and then the story board (Caution must respect the brand graphic charter)
 - ▶ Back and forth between brands and agencies needed before final decision. As an agency you must limit them.



Agencies

- ▶ The reason why agencies decide to participate to competitions regarding their advertising campaign
 - ▶ Word of Mouth =) spread good buzz on the agency and attract new customers



Agencies

- ▶ Agencies are always in a rush like in restaurants:
 - ❖ If you want to earn money you must respect timing,
 - ❖ If you do not respect timing agencies will lose money.



Key players

- ▶ Company: Brief
- ▶ Agencies:
 - ▶ Proposal: Copy strat
 - ▶ Creation
 - ▶ Media planning



BRIEF

Agency Brief

Agency brief

1. Diagnostic
2. Objectives
3. Target
4. Budget
5. Additional information:
 - a. Identity guidelines
 - b. Previous communication plan

Agency brief



Diagnostic



Objectives



Target



Budget



Additional
information



Planning

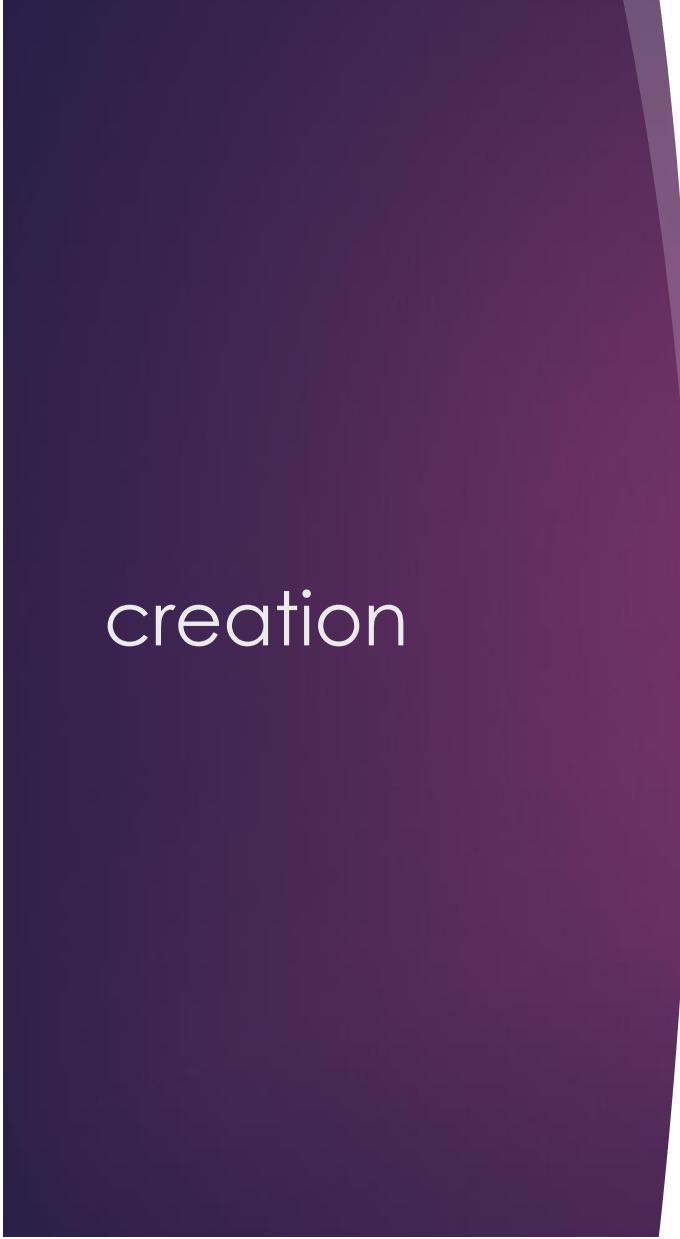
COPY STRAT

STRATEGIC COPY

CONTENTS

1. Main facts
2. Issue to be solved
3. Communication objectives
4. Communication target
5. Basic promise
6. Promise justification
7. Tone of the communication
8. Instructions et constraints

CREATION



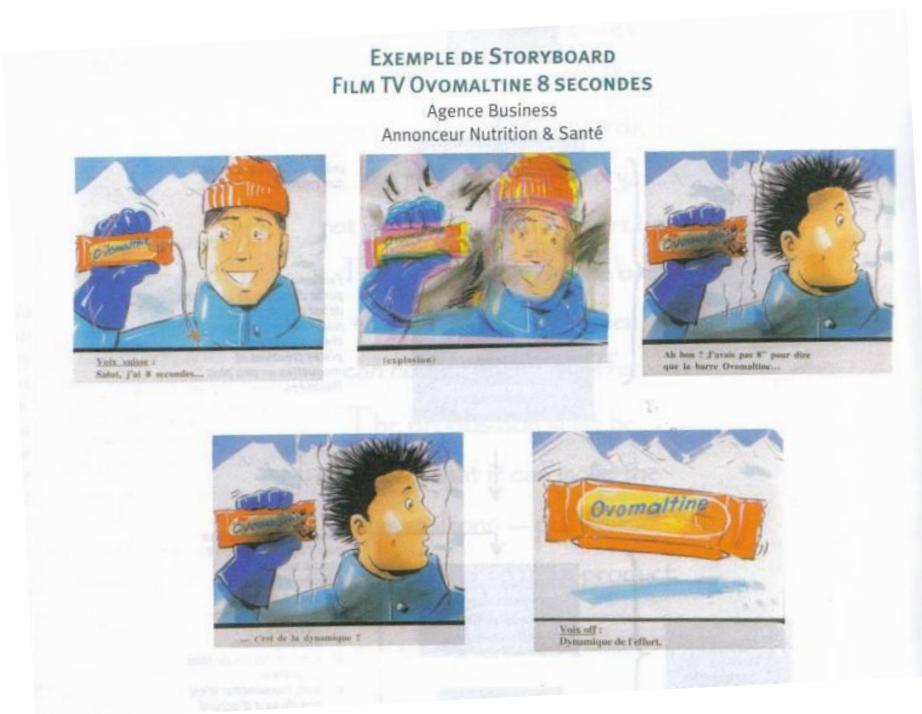
creation

Spot:

- ▶ Tagline
- ▶ Text
- ▶ Illustration
- ▶ Layout
- ▶ Format choice
- ▶ Test

creation

Baudier Patricia



Ovomaltine2.mp4

<https://www.youtube.com/watch?v=XMH0awGocyc>



MEDIA PLANNING

Media planning

- ▶ Media planning
 - ▶ Media choice
 - ▶ Product nature
 - ▶ Product distribution
 - ▶ Target
 - ▶ Message exposure
 - ▶ Support choices
 - ▶ Cost
 - ▶ Geographic coverage
 - ▶ Timing

Media plan

EXAMPLES

Advertising

Heineken - Walk in Fridge



pub-heineken-frigo.mp4

Bavaria spoofs Heineken walk-in-fridge



Bavaria - Heineken Walk-in Fridge Spoof.mp4

ADVERTISING

- ▶ Using same code of another well-known brand



If McDonald's Advertised Like Apple.mp4



Pub pour du cidre parodie des Apple stores.mp4

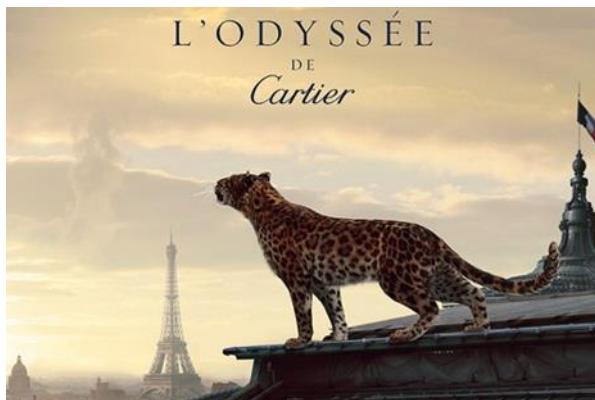
Advertising



BURGER KING dévoile la fin de la publicité McDonald's.mp4

ADVERTISING

- **Two years of work** of work were needed to make this film,
- **4 millions d'euros budget (around 5 à 10 % of global communication budget)**



L'Odyssée de Cartier Pub 2012 HD1080.mp4

Exercices

- ▶ Push or pull
- ▶ Affective, cognitive or conative
- ▶ Brief? Including target
- ▶ Code used?

LA FRANCE
A UNE LONGUE TRADITION:
FAIRE LA RÉVOLUTION.



RENAULT ZOE.
MADE IN FRANCE.

PORTES OUVERTES FRENCH TOUCH®
DU 14 AU 18 MARS

L'offre s'applique à la demande d'autorisation
d'une offre de vente dans le cadre de la French Touch. www.renault.com

CHANGEONS DE VIE
CHANGEONS L'AUTOMOBILE





JK
Jack Kelege
FOREVER IN LOVE™



JackKelege.com



PANTENE
PRO-V
shine

you don't need the
sun to **shine**

The Relaxed & Natural Collection

It's your time to shine with the moisturizing strength of Pantene Pro-Vitamin formula. Created for women of color, it seals in moisture and replenishes hair's essential oils so your style always shines.

pantene.com





This is not
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It's Mionetto.



Since 1882, Mionetto's Northern Italy's enchanting Prosecco region has been writing its story, creating wines that surprise and inspire. The inimitable Mionetto style is expressed in this refined Prosecco Brut, with its seductive aromas and flavors of honey, green apple and white peach.

Experience Mionetto's surge of sparkling inspiration.


MIONETTO
Batticino Dolce

 Mionetto Prosecco USA
MionettoProseccoUSA.com

 CANTINE DI PROSECCO
CANTINE MIONETTO S.p.A.


OUR CHAMPAGNE BUBBLER
tickle, caresses and massages
every inch of YOUR BODY.
(and it doesn't even snore.)

IN A LASCO BATHWARE CHAMPAGNE BUBBLER, thousands of pressurized bubbles rise from up to 80 air jets in a dry, bubbly spray to excite your skin, caress your body, and rejuvenate your skin.

An adjustable water nozzle, with a variety of party nozzles, bubbling water jets and automated drying system. Our bubbles are heated by an industry-leading 10-year warranty. Which is exactly the worry-free peace of mind you'll get from America's largest manufacturer of tubs and showers.

For the location of a Lasco Bathware distributor near you,
call 1-800-877-5006 or visit us at www.LascoBathware.com

LASCO
BATHWARE







GARNIER

Nourishing blend of Avocado Oil and Shea Butter
for hair as soft as a child's

Ultra DOUX NEW

An advertisement for Garnier Ultra Doux hair care products. It features a bottle of shampoo and a jar of conditioner, both labeled "Ultra DOUX". The background is filled with green leaves and avocados. A small "NEW" tag is visible in the top right corner. Below the products, the text "For dry and frizzy hair" is displayed.

Now, Aura is our science.

NEW
TEINT MIRACLE
NATURAL LIGHT CREATOR - BARE SKIN PERFECTION

A light emanates from the most beautiful skins. We can reproduce it.
10 years of research, 7 patents pending. Lancôme invents its
1st foundation that recreates the Aura of perfect skin.
A miracle-of-light for a new natural perfection.
Instantly, complexion appears lit-from-within. Subtly bare, truly flawless.

100% Hyaluronic Acid

LANCÔME PARIS

Julia Roberts

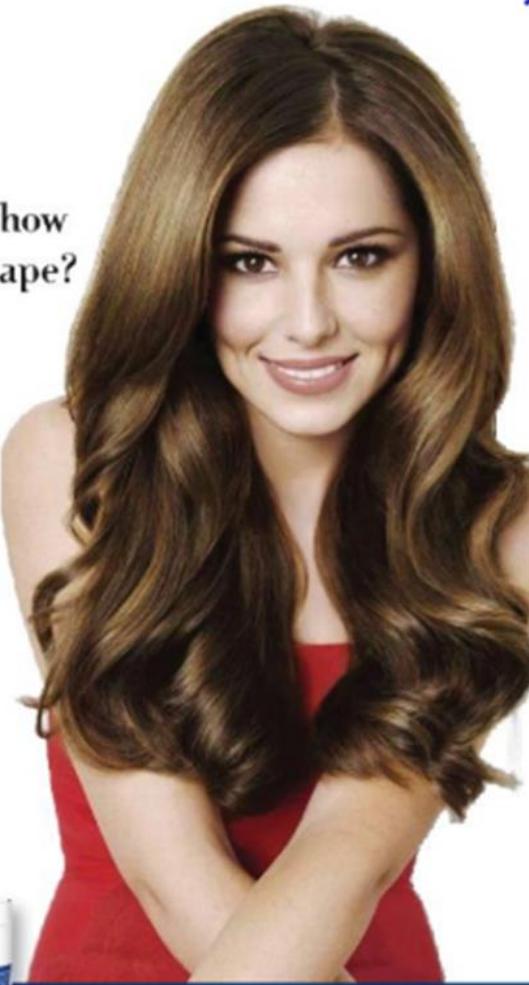


Can curls remember how
to spring back into shape?

"With BC Curl Bounce, it gives
me amazingly defined curls and
waves whole day long!"

Cherly Cole

Cherly Cole
Artist/Dancer/Model



NEW BC CURL BOUNCE

For lustrous curls and waves with radiant shine.

BC Curl Bounce Therapy provides high-energy curls thanks to the Curl-Memory-Complex. This regime ensures well-defined curls, re-nourishment of moisture levels and a non-crispy finish with a lavish, caressable hold.

To locate your nearest salon, please contact Schwarzkopf professional at: 22460 1169.

Together. A passion for hair
www.schwarzkopf-professional.com

B C
BONACURE

A black and white photograph showing the front view of a MINI Cooper car. The car is positioned in the upper portion of the frame, centered against a dark background. The headlights are illuminated, giving them a glowing appearance. The MINI logo is visible on the front grille, and the words "MINI COOPER" are printed on the hood above the grille.

WE ONLY COME
OUT AT NIGHT.

Happy Halloween.

The MINI logo, which consists of a circular emblem featuring a stylized winged figure, with the word "MINI" written horizontally across the center of the circle.

The #1 Dermatologist
Recommended Acne Fighter
for two reasons:

1. Tough on
breakouts.

Gently cleanses.
Oil-free formula
gently cleanses deep
down into pores
for clear skin.

Soothes.
Special skin soothers
help prevent irritation
and overdrying.



2. Easy on
your skin.

Treats and Prevents.
Gets rid of acne you
have now, and helps
prevent future break-
outs. (No ordinary
cleanser can do that.)

Neutrogena®
Dermatologist Recommended
www.neutrogena.com

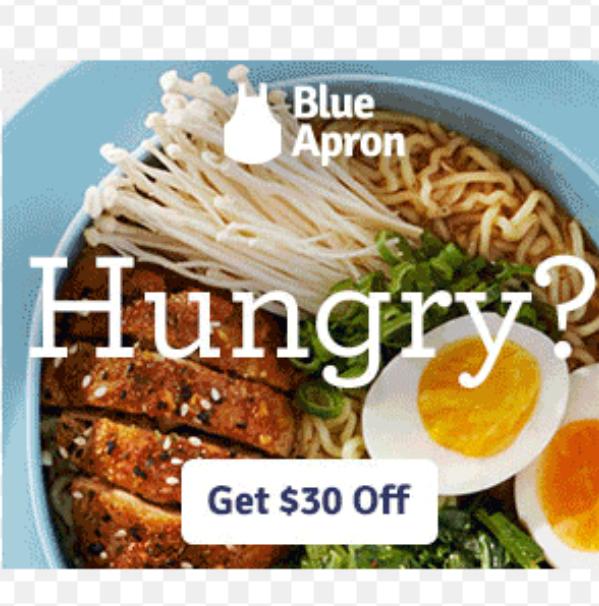


*Skip the
grocery store.*

Get \$20 Off



Get \$30 Off



Get \$30 Off

Experiencial Marketing

Context



HUGE COMPETITION



NEED TO DRAW
CONSUMER ATTENTION



NEED TO PROPOSE NEW
CONCEPTS



**=) FOCUS ON CONSUMER
EXPERIENCE WITH BRAND
AND PRODUCT...**

Experiential Marketing vs traditionnal

► Traditional Marketing:

- ▶ Propose products or services in response to customers needs
- ▶ Focus on functionalities, product qualities and consumers benefits

=) Rational purchase decision with an utilitarian vision of consumption

► **Experiential Marketing:**

- ▶ Concept based on emotion
- ▶ Consumer become the actor of its own experience managed by company

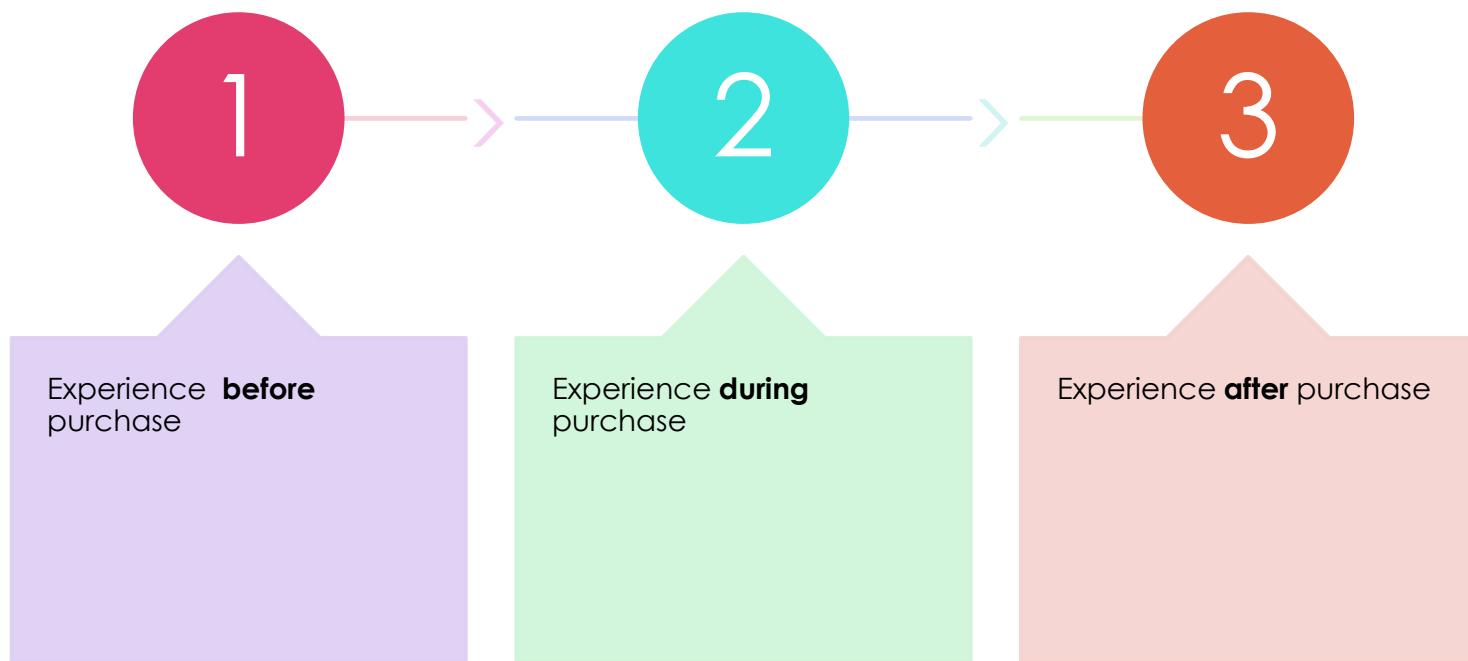
=) Pleasure buying

Experience

Experience

« a way to feel, being invaded by a strong emotional state. Experience is also a cognitive activity, a way to build reality, verify and experiment» Dubet (1994)

3 Experience phases



Phases

Before purchase: Marketing of anticipation

- ▶ Reflection
- ▶ Consumers evaluate objectives targets (Price, usefulness...)
- ▶ Competition comparison

Phases

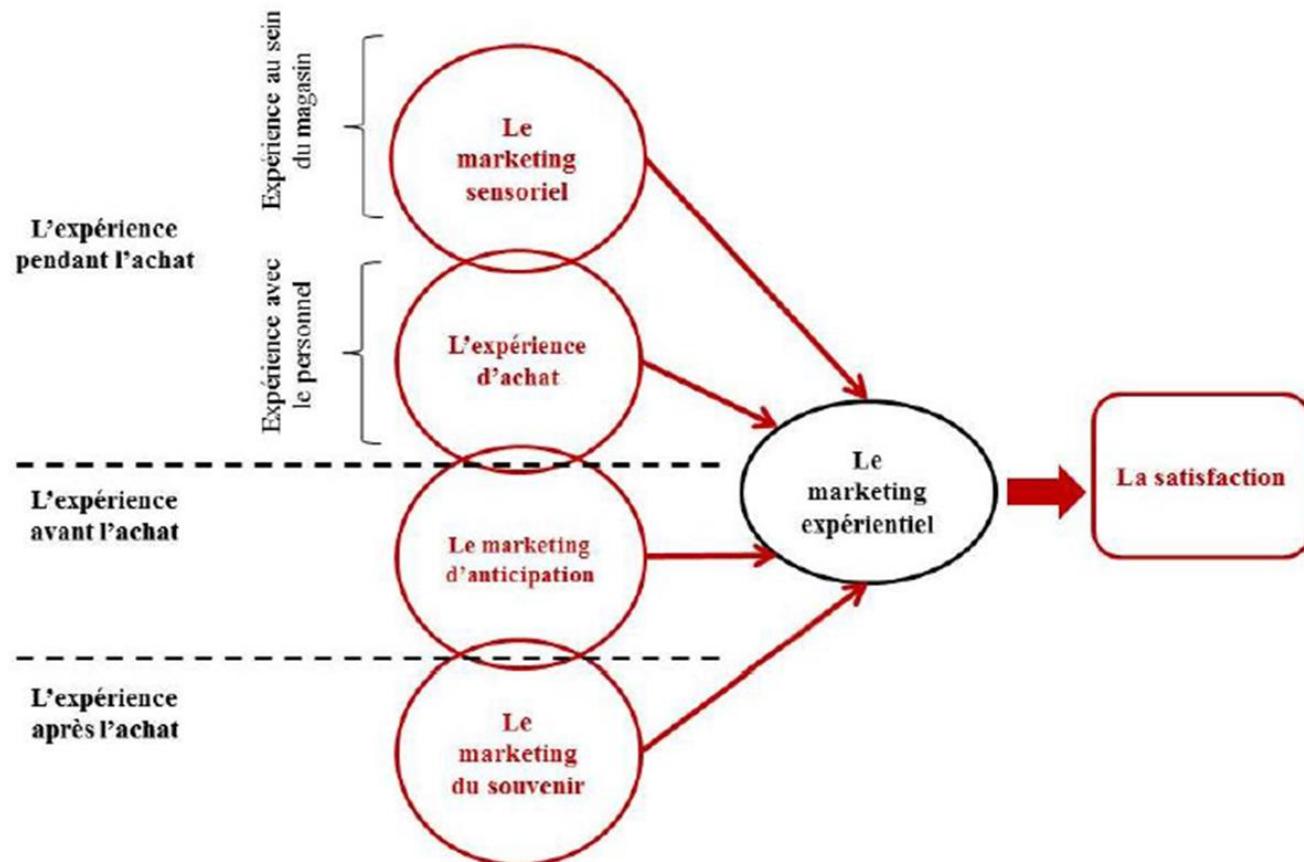
During purchase:

- ▶ Purchasing experience (interactions with sales reps)
- ▶ Sensorial Marketing (Consumer and environment)

Phases

After purchase: Marketing of memory

- ▶ Memory of lived experience
 - ▶ Memory of emotions felt
- =) Spread experience to the environment
(visibility increase with social network)



Experiential Marketing

Definition

Experiential marketing include marketing technics focused on consumer's experience. Experiential marketing aim for developing **welcome** quality, **environment** quality, information delivered to customers in order to make them feel their purchase as a nice experience.

Source :<http://www.definitions-marketing.com>

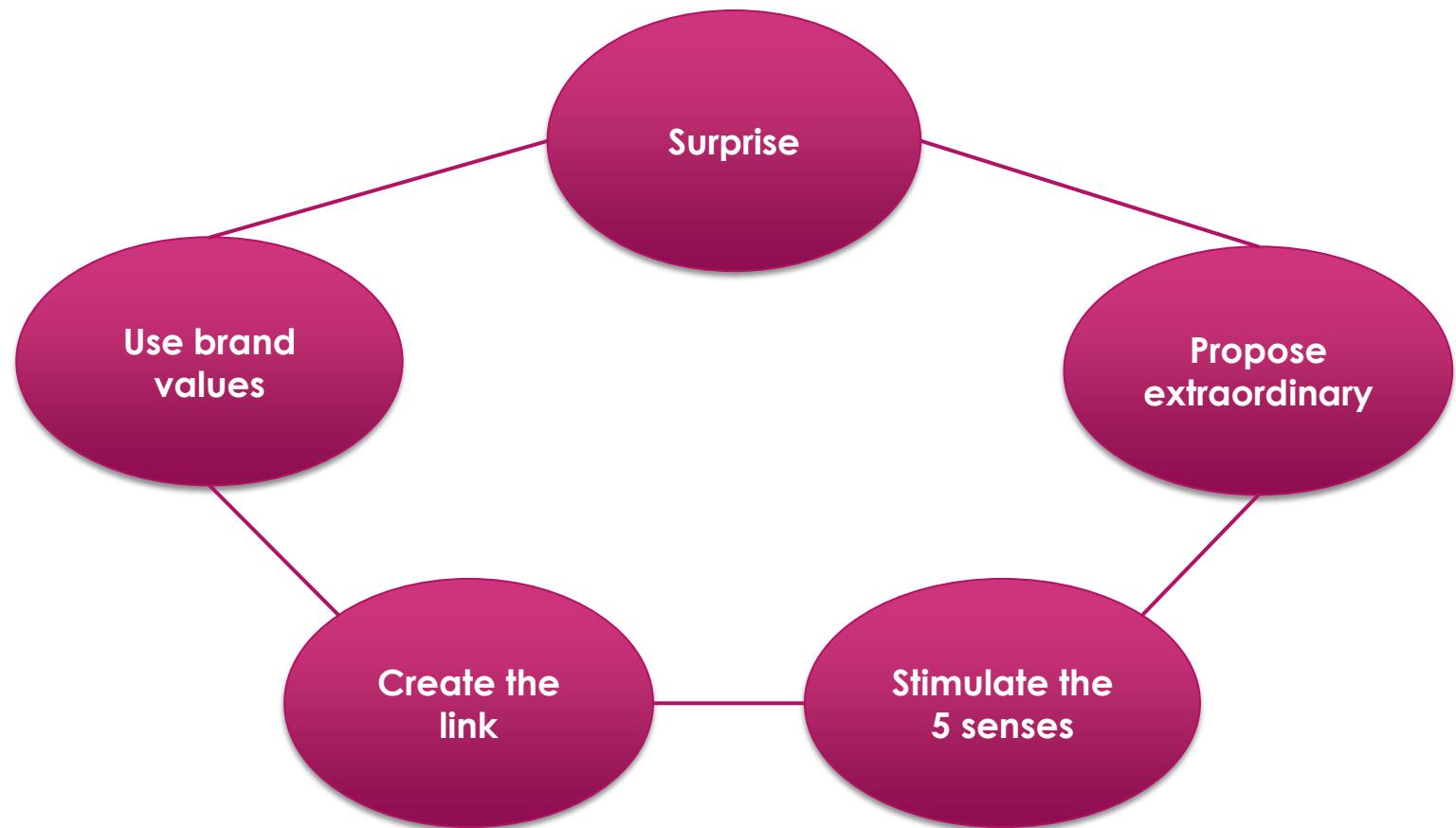
Example

Create a purchasing environment to produce specific emotional effects like pleasure or excitation to increase buying probability » (Kotler 1973)



Le père noël s'invite chez WestJet pour faire plaisir à des familles dans un aéroport.mp4

HETZEL experiential wheel



Functions

1. Make the difference
2. Develop loyalty
3. Improve notoriety
4. Propose innovative services



Examples

Propose to feed body and spirit Example : Barnes et Nobles & Starbuck



Extraordinary

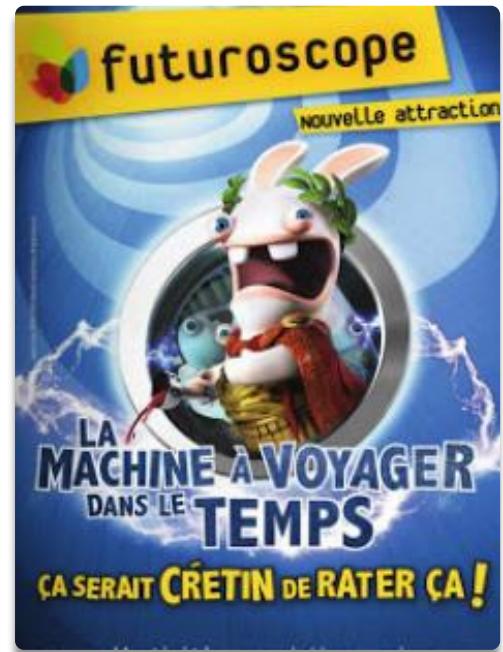
Extraordinary

Le gigantism: Huge malls



Extraordinary

- ▶ Gigantism
- ▶ Fantastic



Extraordinary

- ▶ Gigantism
- ▶ Fantastic
- ▶ Authenticity:
- Nature et découverte



Extraordinary

- ▶ Gigantism
- ▶ Fantastic
- ▶ Authenticity
- ▶ Nostalgia



Extraordinary

- ▶ Gigantism
- ▶ Fantastic
- ▶ Authenticity
- ▶ Nostalgia
- ▶ Futurism
- Bape shop at
Los Angeles =) UFO



Extraordinary

- ▶ Gigantism
- ▶ Fantastic
- ▶ Authenticity
- ▶ Nostalgia
- ▶ Futurism
- ▶ Magic:
 - Kalevala jewels
 - Metal pike
 - Grimoire
 - Witches Black (long dresses)



Extraordinary

- ▶ Gigantism
- ▶ Fantastic
- ▶ Authenticity
- ▶ Nostalgia
- ▶ Futurism
- ▶ Magic
- ▶ Fairytale:
- Disneyland



Dramatization

Dramatization

«The interaction of all sensory signals emanating from a shop as a living theater based on the contribution of ambient environments, architectural and social»

El Aouni (2006)

Dramatization

- ▶ Create an atmosphere:
 - ❖ Quiet (Victoria secret shop)



Dramatization

- ▶ Nature (Nature et découverte)



Dramatization

- ▶ Playful (Playmobil fun park)





Dramatization

CHANGE OF SCENE (BERCY VILLAGE IN PARIS)

Sensorial Marketing

Sensorial marketing sensoriel

Sensorial marketing include marketing technics to use one or several of the 5 senses to increase product or service purchase

Source : <http://wwwdefinitions-marketing.com/Definition-Marketing-sensoriel>

5 senses

- ▶ Sight
- ▶ Smell
- ▶ Hearing
- ▶ Taste
- ▶ Touch

5 senses



Remote senses: Sight and hearing



Proximity senses: Touch and taste



Smell is considered as a remote (Fragrance) or proximity sense (smell a product)

Sight

- ▶ **Play with colors to create an atmosphere:**
 - Cold
 - Hot
 - Level of colors more or less nuanced
 - Color code linked with brand
 - Color aspect (rough, silky...)
- ▶ **Lighting:** influence on quiet sensation, artificial or natural light
- ▶ **Decoration:** products, packaging, furniture

Hearing

- Reinforce brand identity (Musical Themes =) brand reminder)

- Background music for example
 - In stressing places: lift, parking...
 - In shops to stimulate purchases
 - Move the shopping experience to a nice moment

Link established between satisfaction, pleasure and music diffused (Lemoine 2003).

Touch

All cutaneous receptors like:

- Hands
- Feet (on the ground...)
- Skin

Touch is not a sense often used because:

- Not always allowed to touch products
- Two dimensions of touch:
 - ▶ To collect information and evaluate a product (weight, material used...)
 - ▶ Just for pleasure (soft material, silky..)

Taste

- ▶ Sense considered as intimate
 - ▶ Needs confidence: consumer must eat something
 - ▶ Papilla help us to distinguish 4 flavors: sweet, salty, acid and bitter.
-
- Used to taste a product (Sausage Fleury Michon)
 - Used taste to reinforce customer experience for example offer him a coffee or cookies without any link with the brand or product sold.

Smell

- ▶ A person must identify more than 10 000 fragrances (Darpy 2012)
- ▶ A smell considered as pleasant can generate a positive attitude, a well-being sensation.
- ▶ Disseminate odors in shops, on packaging, on sales reps
- ▶ Adapt fragrances to seasons example les galeries Lafayette (Summer: Monoï, Winter: Christmas tree...), Palais des congrès (changed fragrance amber feb 2015)

Sensorial marketing advantages

Based on Darpy (2012), Sensorial marketing usage can generate from **30 to 50%** additional turnover.

Sensorial marketing advantages

- ▶ 70% of consumers considered emotions impact at 50% purchasing decision.
- ▶ Source: Jack Morton, Survey 2006

Sensorial marketing advantages

82 % considered experiential experience can motive them to purchase

Source: Jack Morton,
Survey 2006

Sensorial marketing advantages

- ▶ 66 % declare experiential marketing can modify in a positive way their brand opinion.
- ▶ Source: Jack Morton, Survey 2006

Sensorial marketing advantages

- ▶ 9 consumers on 10 considered testing the product as the best way to collect **information** on brand.
- ▶ Source: Jack Morton, Survey 2006

Sensorial marketing advantages

- ▶ 8 customers on 10 with a positive experience will spread positive Word of Mouth.
- ▶ Source: Jack Morton, Survey 2006

Experiential marketing Examples

Fila



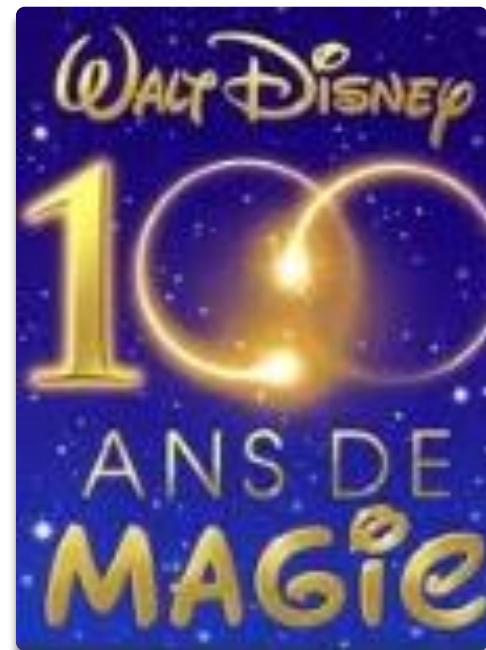
ICE KUBE : Bar in ice



London Ice Bar_2.mp4

Disneyland Paris

►Magic



Restaurant in the dark



Dans Le Noir Restaurant London England.mp4

SPA in the dark



- ▶ Same group, same concept
- ▶ With visual deficit
- ▶ Massage in the dark

Abercrombie & Fitch



Sephora

Epilation, manicure et makeup with music background



Memphis coffee



Toys'R us



Louis Vuitton à Shanghai



LUSH



Galimard at Grasse



Create your own teddy bear



Create your own teddy bear



Create your own teddy bear



Create your own teddy bear



Rainforest café



Apple store concept



Cider

- ▶ <https://www.becausexm.com/blog/great-experiential-marketing-chilsung-cider-s-magical-wish-vending-machine>

Ethical and ethnical marketing

Ethical marketing

Ethical marketing

Respect for the environment: recyclable packaging, reduction of packaging, organic products

Suggest an affordable price to all



Ethical Marketing

World Fair Trade Organisation:

- ▶ Economic link with disadvantaged producers
- ▶ Visibility throughout the supply chain
- ▶ Good business practices (such as the payment of installments...)
- ▶ Respect of the rights of children, non-discrimination, working conditions, environment...
- ▶ Promote fair trade



Max Havelaar celebrates 25 years of Fairtrade.mp4

World Fair Trade Organization

Principles:

- ▶ Equity for « South countries »
- ▶ Balanced between the South and North relationship
- ▶ **3 main axes:**
 1. Good price
 2. Working condition
 3. Respect of the Environment

Recycling

- ▶ Use of recyclable paper from sustainably managed forests, no pollutants products ...



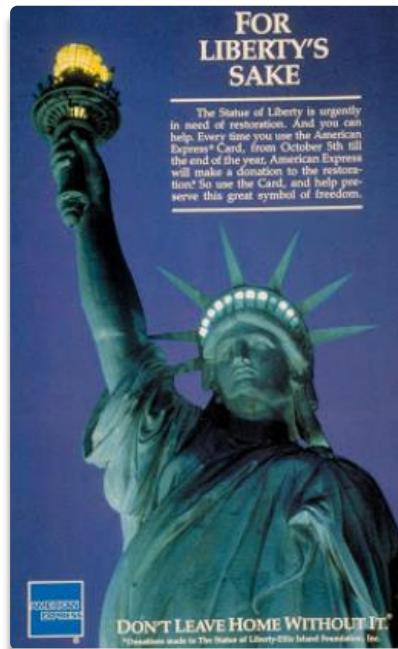
DONNEZ DU SENS
à votre communication

IMPRIM'VERT®
Tous nos imprimés sont réalisés dans des sites de production labellisés Imprim'Vert®



Origin

► 1983: American Express offers its customers to pay after each use of their American Express card a sum of money to restore the Statue of Liberty.

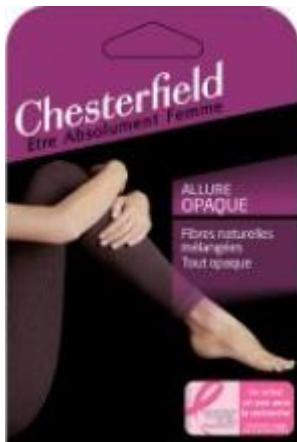


Ethical Marketing

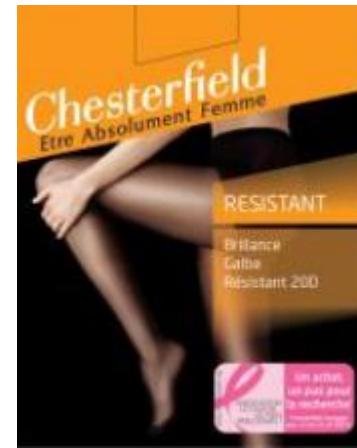
- ▶ **The Ethical Marketing** is offering consumers through its purchase to get involved with the company for example to fight against poverty, illnesses ... to protect environment and so on.
- ▶ Commitment of businesses and consumers to:
 - ▶ To help the poor / vulnerable
 - ▶ To support humanitarian causes
 - ▶ To protect environment but also monuments

Chesterfield

- ▶ Against breast cancer



The advertisement features a large pink ribbon graphic on the left. To its right, the text reads: 'ASSOCIATION LE CANCER DU SEIN PARLONS-EN !' and 'Un achat, un pas pour la recherche*'. At the bottom, it says: '*Chesterfield s'engage avec un don de 25 000 €'.



Spontex



Gant, Surfrider Foundation Europe par People's walk_youtube_original.mp4



1 product bought = 5 square meter of beach cleaned

Pampers



Pampers-UNICEF 2012 TV Advert.mp4



1 product bought = 1 vaccine

Volvic

- ▶ 1 liter bought = 10 liters for Sahel



Carrefour

- ▶ Carrefour is committed to fighting violence against women! For every Filière Qualité Carrefour orange fillet purchased, we donate €0.50 to the UN Women France association which fights for gender equality and women's rights



Ethical Marketing

Ethical Marketing can satisfy several needs:

- ▶ **Persons or organizations** who will be beneficiaries of advertising campaigns
- ▶ **Consumers** who we feel proud of having contributed to help relieve, support others or associations
- ▶ **Brands** with generally a huge impact of sales, notoriety and image.

Ethnical marketing

Etnical Marketing

“Talking about ethnic marketing involves mention and analyze ethnicities and their economic, cultural, religious, social specificities... Ethnic marketing is used to segment the market from a strain of ethnic consumers in order to offer products tailored to their physical and cultural characteristics.»

Baudier Patricia

Source : "Le marketing ethnique, utopie ou réalité" Chantal Ammi

What are the marketing principle?

Segmentation

- ▶ Ethnical marketing propose to segment population in order to develop and propose product to answer their needs using targeted campaign

Origin

- ▶ Ethnical marketing was born late 1950s with the opening of a specialized agency to meet the needs of the African-Americans community, then followed by the Latino in 1962.

Typology

- ▶ Two kind of businesses:
 - ▶ **Specialized company:** Only sell ethnical products (example ISLA DELICE...)
 - ▶ **General company:** they have integrated in their product lines products dedicated to a specific community (Example Mixa, Fleury Michon)

388

Baudier Patricia

Cosmetics

Cosmetics

- 83% of consumers with African origin think of having specific needs hair care
- A woman with dark skin used:
 - nine times more hair products,
 - Seven times more Makeup
 - five times more skincare products than women with a different skin type

Source: XERFI Décembre 2005

MOISTURISING LOTION

Mixa
VOS SOINS CORPS

LA MARQUE NOS PRODUITS REPONSES & CONSEILS MIXA & MOI

NOUVEAU
Découvrez les premiers soins corps de Mixa au karité pur dédiés aux peaux mates à foncées



CLIQUEZ ICI

DECOUVREZ AU L-BIFIDU

REJOIGNEZ VOTRE AVIS SUR NOS PRODUITS

Vous rêvez de devenir une Miss de Mixa?

DECOUVREZ LES 1^{ERS} SOINS MIXA BIO

1€ de remise sur l'achat d'un produit Mixa

FOOTAGE | Plan de site | Contactez-nous | Mélangez-appliquez | Conditions générales

 © 2009 | Copyright Mixa 2009



Cosmetics

10 years
as global beauty leaders

The beauty of

SOFTSHEEN-CARSON®

Truth. Trust. Technology.

Cosmetics



L'expert maquillage | des beautés noires et métisses



Cosmetics



Food

Food

- ▶ Nestlé has created an Ethnical department in charge of developing for example Halal products



Food



pub zaka.mp4

Baudier Patricia

Food

Baudier Patricia



Food



Pate + champagne without alcohol

Food



Barriers

- ▶ French law prohibits questioning people about their ethnic or religious backgrounds
- ▶ Totally forbidden to quantify ethnic minorities

=) **Fear of communitarianism**

Co-branding

Definition

Co-branding is a meeting of expertise and reputation, and what each party's message means in the minds of consumers.

Principles

- ▶ Several brands work together, join forces in order to create a new product or propose a new service
- ▶ Win Win deal: Companies should benefit equally from the project if the deal is to be a success.
- ▶ Define the aspect of co-branding relation:
 - ▶ Role and responsibilities must be clearly indicated
 - ▶ Terms with regards to “divorce” must be written
- ▶ Make sure this strategy will increase the brand value

Principles

- ▶ A good co-branding works when only one of the owners takes responsibility for day-to-day operations such as marketing, sales, contracts, invoicing, royalty collection, approvals and auditing.
- =) This avoids a lot of confusion on the market.

MAIN BENEFITS

- ▶ Divide R&D cost
- ▶ Split expenses (production, marketing...)
- ▶ Improve marketing strategies
- ▶ Reach new targets and touch new territories
- ▶ Spread buzz, positive Word Of Mouth on the new collaboration

MAIN BENEFITS

- Target enlargement
- Notoriety improvement
- Reinforce brand appeal
- Product innovation.

Co-branding
within same
group

Kraft Foods

Philadelphie

- ▶ Milka (2010)
- ▶ Kraft Foods/Mondelez



mikado

- ▶ Daim (2012)
- ▶ Kraft Foods/Mondelez



Mikado x Daim

MILKA

- ▶ Daim
- ▶ Kraft Foods/Mondelez



MILKA



lelez +



==



Baudier Patricia

413

Baudier Patricia

Yoplait

Yoplait

- ▶ Côte d'Or: Same group two brands



Co-branding
with two
different
groups

Food business

Liebig

- ▶ Kiri: Bel company (2013)



DISNEY

Brossard



Carrefour



Le Gaulois



Kellogg's

- ▶ Barbie



Rians

► La Maison du Café



Nestlé



INNOCENT

- ▶ SNCF AND PHILDAR
- ▶ 9th November 2013 in the train, all material (wool, knitting needle) provided to knit small caps for innocent bottles in the bar of 8 TGV.



FAUCHON (caterer)

- ▶ Lacoste June 2013
- ▶ Limited edition using for the 80th anniversary of Lacoste using their logo : the crocodile in Marshmallow.

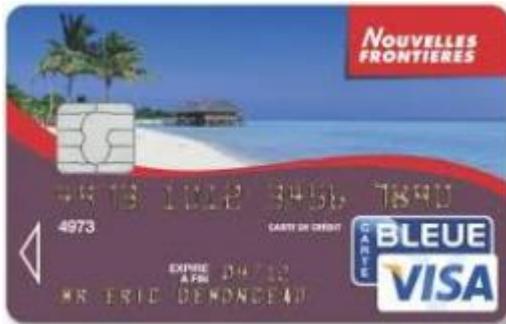


424

Baudier Patricia

Banks

Credit cards



426

Baudier Patricia

Sport

Nike

- ▶ Apple: Nike and Apple brought music and exercise together when they developed the Sports Kit, a wireless system that allows shoes to talk to an iPod.



Adidas

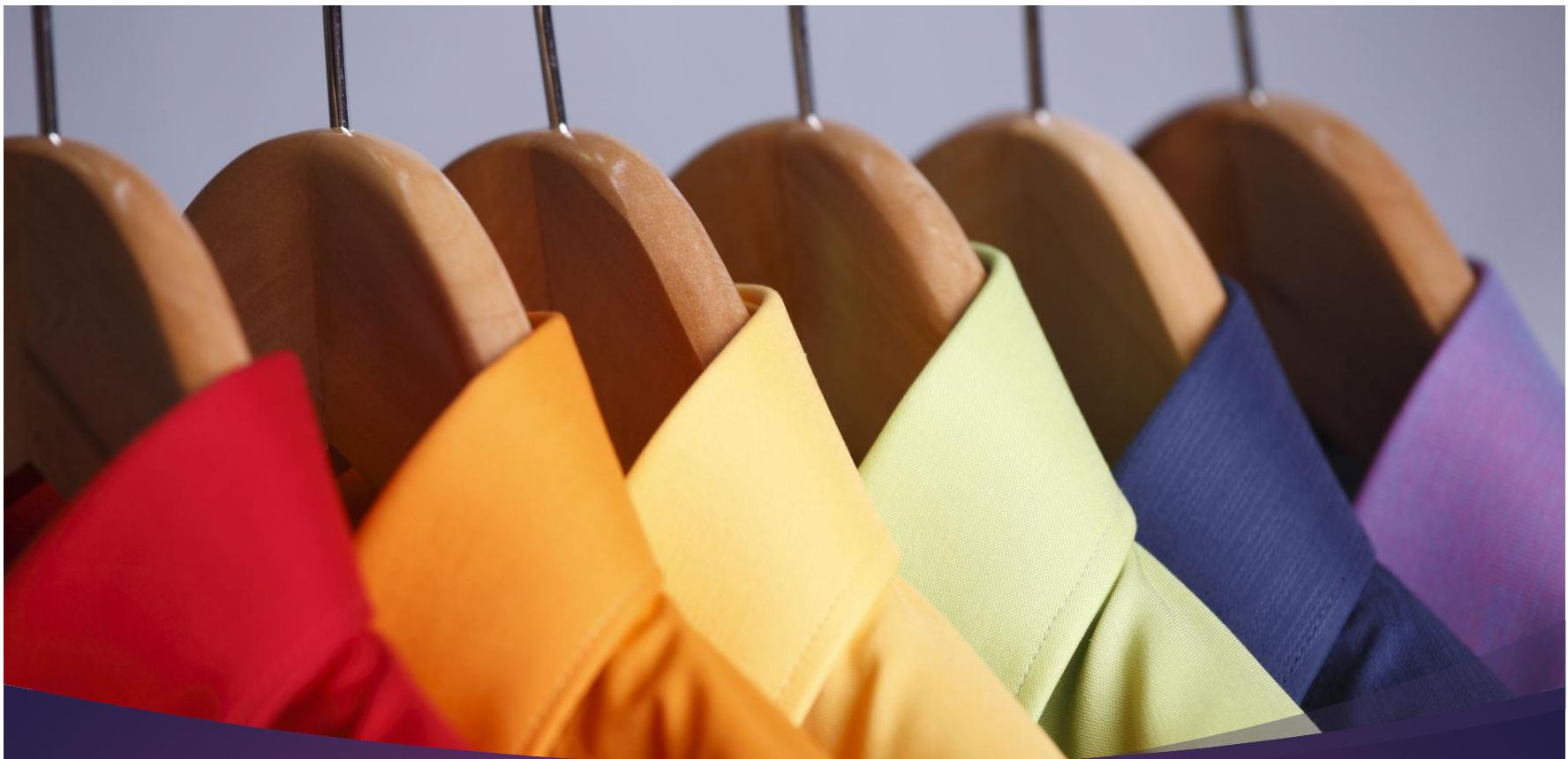
- ▶ Vespa



Adidas

- ▶ Polar =) integrates heart rate and speed and distance monitoring equipment into sports apparel.





Clothing business

Faguo

- ▶ N085: Ready to wear =) Theme : sea
- ▶ Faguo: shoes



faguo

- ▶ Archiduchesse (Socks)
- ▶ Two young French brand



VANS

- ▶ Della (2014)
- ▶ “Vans have collaborated with socially responsible fashion line Della to produce their iconic Authentic and Era silhouettes in beautiful, bright batik prints.”



H&M

► Versace



VERSACE
+
H&M



H&M

- ▶ Jimmy Choo 2011



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6



CROCS

DISNEY

LACOSTE

- ▶ For the 60th anniversary of Snoopy =) limited edition of polo shirts.



Transportation business

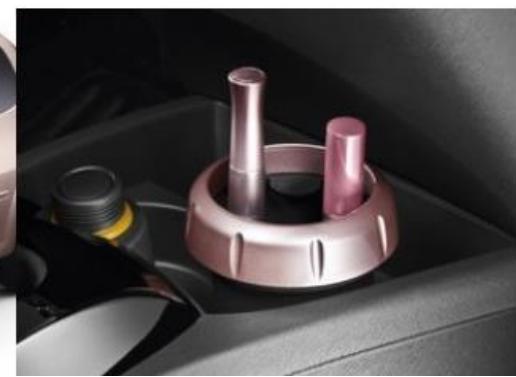
TGV design

- ▶ Thalys and Jean-Paul Gaultier
- ▶ TGV and Christian Lacroix



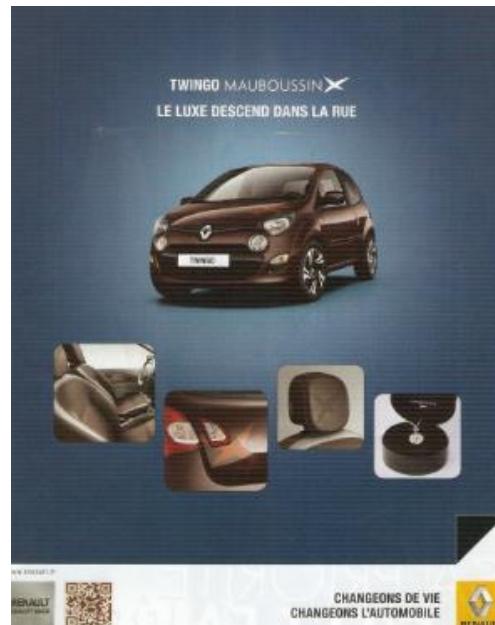
Renault Twingo

- ▶ Miss Sixty (Ready to wear for women)
 - ❖ Glam'rock look of Miss Sixty.



Renault Twingo

- ▶ Mauboussin

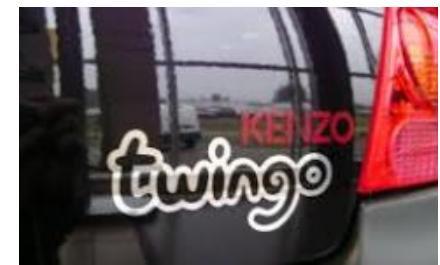


MAUBOUSSIN



Renault

► Kenzo



An advertisement for the Renault Twingo Kenzo edition. It features a red armchair with a floral pattern, placed on a small patch of green grass. Several butterflies are flying around the chair. The text "TWINGO KENZO" is written in red, followed by "ENCORE UN BON MOTIF POUR SE DISTINGUER." in black. At the bottom, there is fine print about the car's features and a small Renault logo.



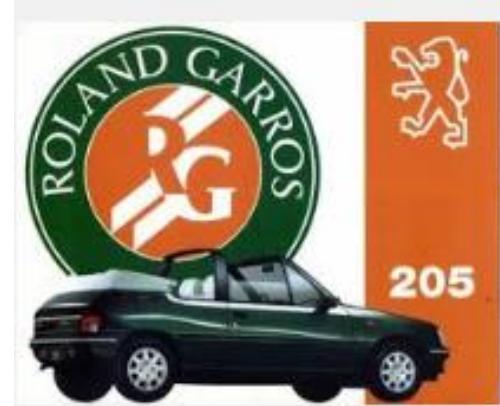
SEAT

- ▶ Maybelline to buy a card as a mode accessory



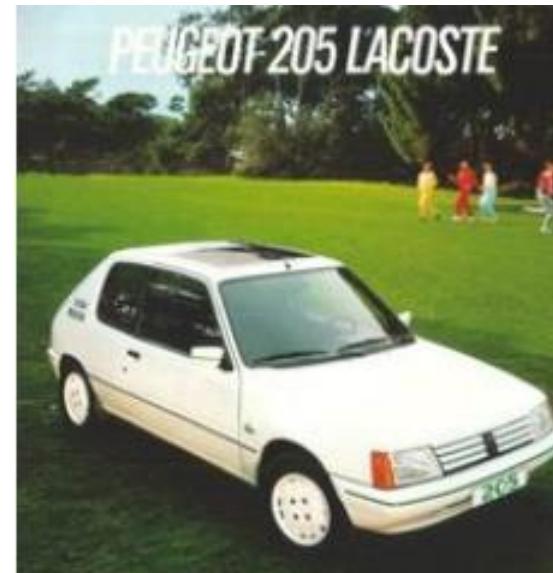
Peugeot

- ▶ Roland Garros tournement



Peugeot

► Lacoste



Nissan

► Lolita Lempicka



Smart

► Zagig et voltaire

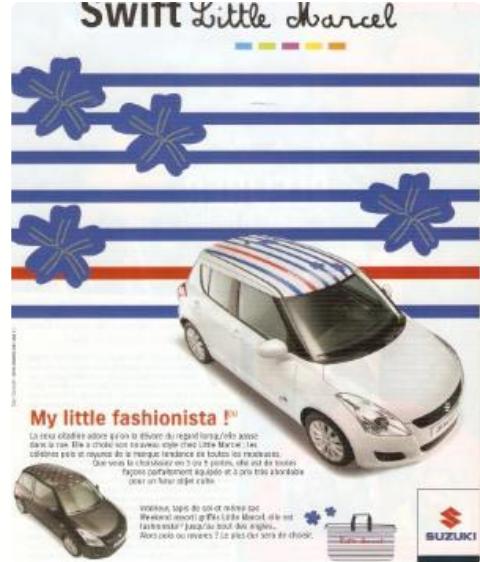
The advertisement features a dark background with a repeating pattern of small, stylized faces. In the center, the words "ZADIG" and "smart" are written in large, white, sans-serif capital letters. A small silver Smart car is positioned between the two words. Below this main title, there is a smaller image of a silver Smart car parked in front of a building with vertical siding. To the right of the car, text reads "SERIE SPECIALE 2013 ZADIG & VOLTAIRE" and "DÉCOUVREZ-LA EN VIDÉO". At the bottom, it says "SEULEMENT 300 VÉHICULES DISPONIBLES DANS TOUTE LA FRANCE".

Hello Kitty



Suzuki Swift

LITTLE MARCEL:
STRIPED MATERIALS



FIAT



- ▶ Barbie: for the 50th anniversary of Barbie limited edition of Fiat 500 model.

FIAT

- ▶ Guerlain and the small black dress (March 2014)
- ▶ Limited edition : 250 samples, price: 15 700€
- ▶ A box with the **Fiat 500 La Petite Robe Noire** with:
 - ▶ **Perfume**- La Petite Robe Noire
 - ▶ A Terracotta, mascara and lipstick Guerlain
 - ▶ A keyring
 - ▶ A paper notebook
 - ▶ A pink bag to slip the papers of the car –
 - ▶ A hanger (to hang on the door-hanger designed by Guerlain)
 - ▶ Two ceramic scented to slip into the storage of the car.



FIAT

- ▶ Gucci =) 500 Cabriolet also signed Frida Giannini, the creative director of Gucci. 3000 pre-sales when announced at Geneva
- ▶ Price around 20 000€



FIAT

- ▶ Diesel makeover (diesel brand + Diesel denim) interior, can be customized.
- ▶ Shop window, shop front
- ▶ 10,000 car available





New product development

Philips

- ▶ Nivea
- ▶ Shaving cream Nivea For Men distributed directly by the heads of the shaver.



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Baudier Patricia

Coca-Cola



Coca-Cola

- ▶ Chantal Thomass.



- ▶ Luxury Box: 50 samples sold in Chantal Thomass shops



Coca-Cola

► Marc Jacobs



- A fashion designer
- Runs his own brand
- Artistic director of all Louis Vuitton collections until 2013

Coca-Cola

- ▶ Karl Lagerfeld = fashion designer, designer, photographer, director and editor German
 - ❖ artistic director of
 - Chanel in Paris since 1983,
 - Fendi in Rome since 1965
 - Karl Lagerfeld line since 1984.



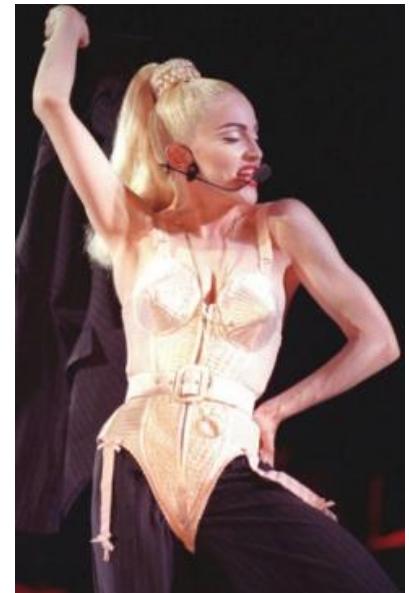
Coca-Cola

- ▶ Jean-Paul Gaultier, fashion designer of his own line



Coca-Cola

- ▶ Jean-Paul Gaultier =) Dress mannequins like the bottle



Coca-Cola

- ▶ Nathalie Rykiel, fashion designer of her own line



Coca-Cola

- ▶ Benefit (Mars 2012) – limited edition 50 samples only
- ▶ Sold at **199 €**,
 - ❖ make-up
 - ❖ 3 cans of coke



Coca-Cola

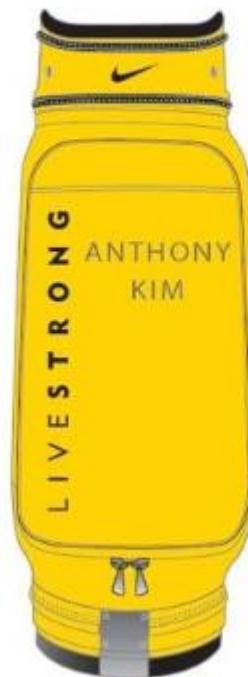
- ▶ James Bond
(Skyfall)



Co branding
with charitable
organisation

NIKE

L I V E S T R O N G



Nike

- ▶ co-branding with Livestrong, the foundation created by Lance Armstrong's to help others that have cancer.
- ▶ Quite a successful partnership. The Nike brand benefitted from the association with a positive cause and a global sports icon.
- ▶ Good level of sales of line of Livestrong products.
- ▶ Huge impact of scandals regarding Lance Armstrong's drug abuse and directly on Nike.



Global Marketing

Differents marketing strategies



**LOCAL
MARKETING**



**INTERNATIONAL
MARKETING**



**GLOBAL
MARKETING**

Differents marketing strategies

► Local Marketing:

- ❖ Marketing done inside internal boundary of a country.
- ❖ Product and services are often developed only for the internal market.
- ❖ Must take into account internal competition.
- ❖ All marketing decision are taken locally.

Differents marketing strategies

► **International Marketing:**

- ❖ Export a concept to another country
- ❖ Signature of a franchise agreement

Differents marketing strategies

► **Global Marketing:**

- ❖ Ability to a company to sale a product or service at a worldwide level.
- ❖ Marketing campaign are organized at a worldwide level with global targets.

Global marketing Global or not?

Important question for a huge part of international companies:

**If I develop an advertising in France,
could this campaign be efficient in other?**

Advertising goal = Communicate with an identified target. Communication process involve good knowledge of customers, media, culture ...

Strategies

► 3 types of strategies:

1. Companies use exactly same advertising (Only translation is allowed)
2. Companies create a global advertising but authorize subsidiaries to adapt them.
3. Companies let their local subsidiaries to create their own campaign.

Arguments for globalization

- ▶ **Financial information: Economy of scale** => cost reduction, same campaign in several countries.
- ▶ **Global Image:** Warranty and image communication: brand, logo, slogan
- ▶ **Control:** More control of marketing activities
- ▶ **Consumers:** are finally more similar than different

Arguments against globalization

- ▶ **Culture and values: not consider**
 - ❖ Cultural norms
 - ❖ Differences values (individualistic, collectivism)
 - Example for a car:
 - Product information (Functionalities, price...),
 - Security
 - Design
 - Experience
 - Personification (Ferrari)
 - Status

Arguments against globalization

► Legal or social constraints:

- Comparative advertising (South Korea based on Confucius philosophy: it is totally forbidden to criticize others in public)
- Advertising on Alcohol
- Advertising on Tobacco

Why should we
adopt a global
marketing
campaign?

Historical

Gillette in the years 90 has been one of the first brand to adopt a global approach.



Key element of success

- ▶ Must consider cultural impact in local marketing campaign (Fam and Waller 2003).
- ▶ Must answer to this question: is this campaign reflect ethical and cultural values?
- ▶ Nike and Coca-Cola propose a “bank” of idea created by a central agency to answer local market customers needs (Petit 2003)

English or not?

- ▶ Should we use English languages in all countries?
- ▶ English become one of the most popular language in some countries such as Hong Kong, South Korea, Japan, Taiwan.
- ▶ For example : Dutch customers accept English messages example slogan if they can easily understand them(Hornikx and all 2010).
- ▶ In France, English usage is regulated

Global Agencies

- ▶ Global agencies with a good knowledge of global market:
 - ▶ McCann Erikson,
 - ▶ Ogilvy,
 - ▶ Publicis,
 - ▶ BBDO...

EXAMPLES

MC DONALD

► Mc Donald



Anuncio Happy Meal de McDonald's.mp4



comercial de mcdonalds 2013.mp4



Anuncio McDonald's Cajas Bailando Happy 2010 - Feliz 2010_ Dance Happy New Year 2010.mp4



McDonald's Happy Meal Commercial - Deutschland sucht den Superstar (German).mp4

EVIAN

▶ Evian



Evian Roller Babies international version.mp4

Channel

- ▶ Channel N°5



The new CHANEL N°5 film.mp4



Chanel No.5_ Le loup (Estella Warren).mp4

- ▶ Coco Channel



Coco by Chanel Vanessa Paradis Sexy TV Ad Jean Paul Goude Commercial Rue Faubourg Fashion TV HD.mp4

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Baudier Patricia

FAILED

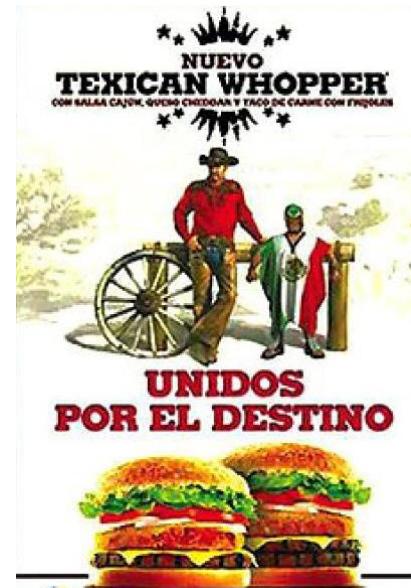
Failed

Burger King campaign in Spain for the Texican whooper

- ▶ Instead of increasing sales, Burger king received a formal Complaint from Mexican government
- ▶ “The taste of Texas with a little spicy Mexican.”



Texican Whopper from Burger King.mp4



Conclusion

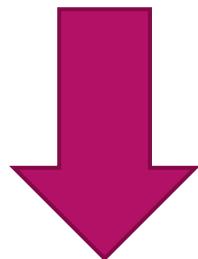
- ▶ Products must be similar and locally accepted => Standardisation depends on product types, mass product, wellkown brand...
- ▶ Same products in all countries
- ▶ Customer needs must be homogeneous

Online communities

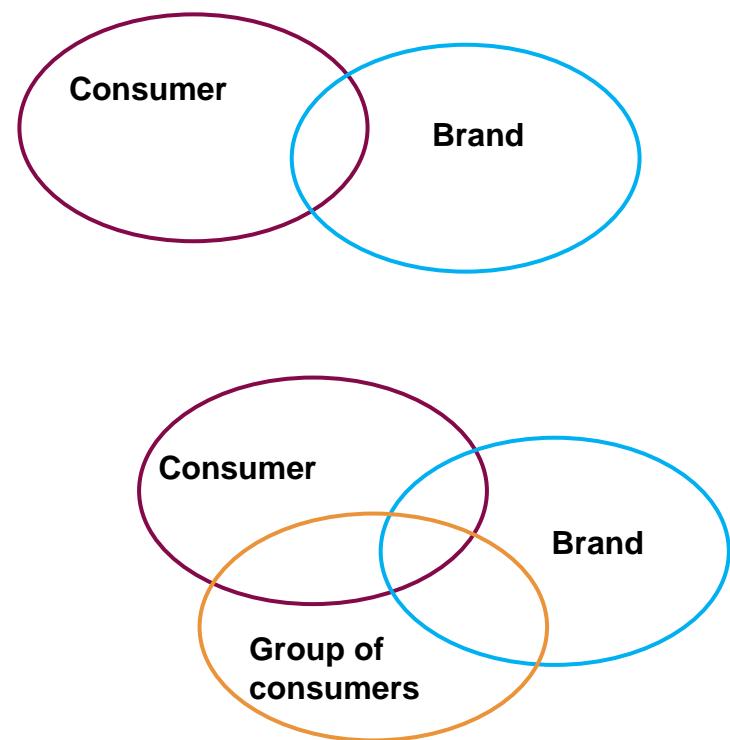
SOCIAL MEDIA

PARADIGM CHANGE

Dyadic relation



Triadic relation



ONLINE COMMUNITIES

- ▶ Some of them become opinion leader/influencer
- ▶ Influencer are consider as:
 - ❖ Closer to their followers than brands
 - ❖ A more reliable source of information than brands
 - ❖ Stronger credibility than brands

ONLINE COMMUNITIES

How to define the influence?

- ▶ Number of followers (De Veirman et al. 2017)
- ▶ Ratio between follower and following (should follow other brands to extend its influence)
- ▶ Ratio between number of followers and like
- ▶ Number of posts
- ▶ Contents of posts (De Vries et al. 2012)

ONLINE COMMUNITIES

Followers' perception:

- ▶ Perceived expertise
- ▶ Trustworthiness
- ▶ Attractiveness (Physical or message)

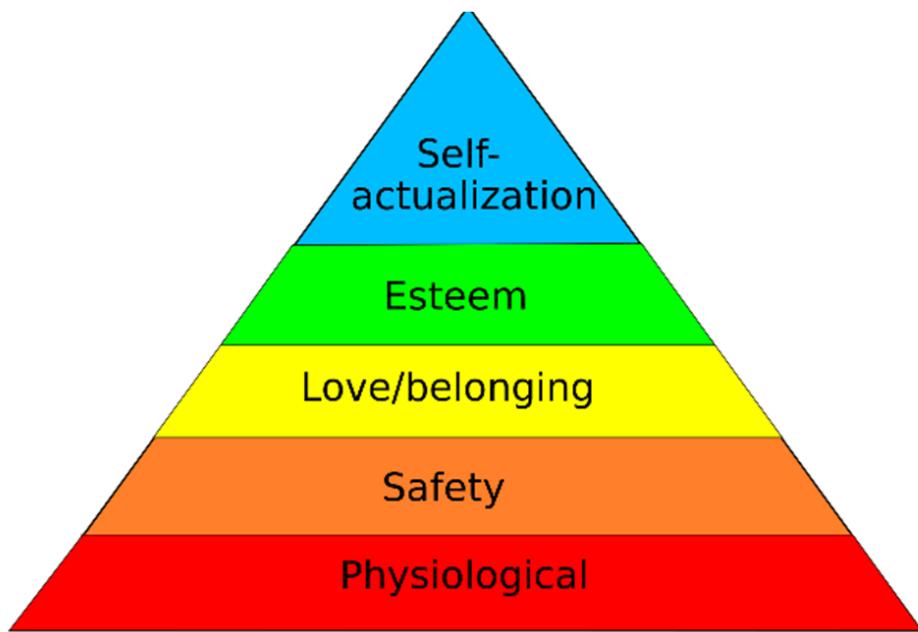
ONLINE COMMUNITIES

► **Typology of influencers**

- ❖ Nano influencer (1000-10 000 followers)
- ❖ Micro-influence (10 000-100 000 followers)
 - Most popular one with around 500 000 actives profiles (Bour, 2020)
 - Most credible than brand and celebrity's communication especially by females (Djafarova and Rushworth, 2017)
- ❖ Macro or Meso influencer (more then 100 000 followers)
- ❖ Micro celebrities
- ❖ Celebrities

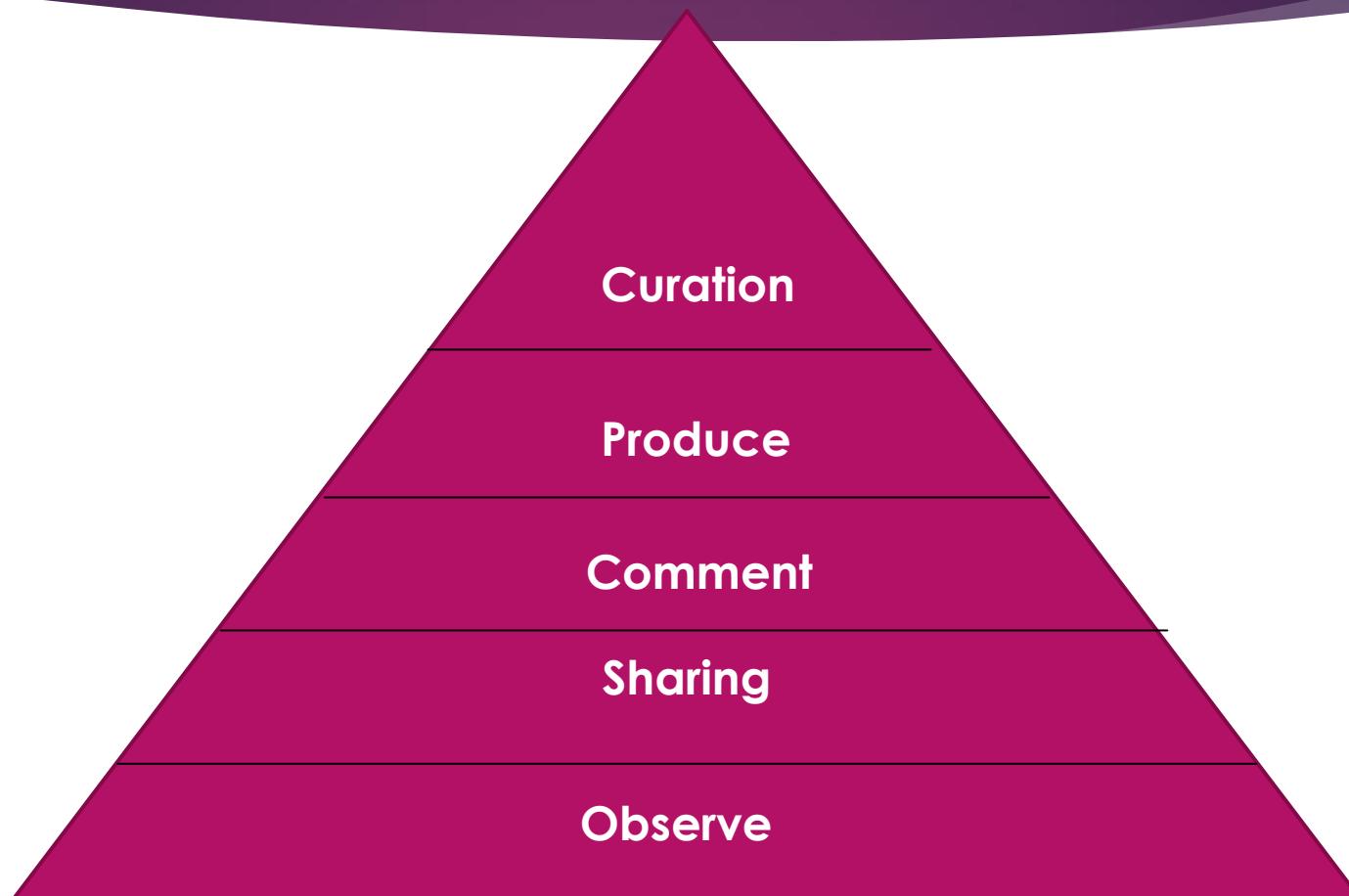
Influencer's motivations

- ▶ Source : Maslow pyramid



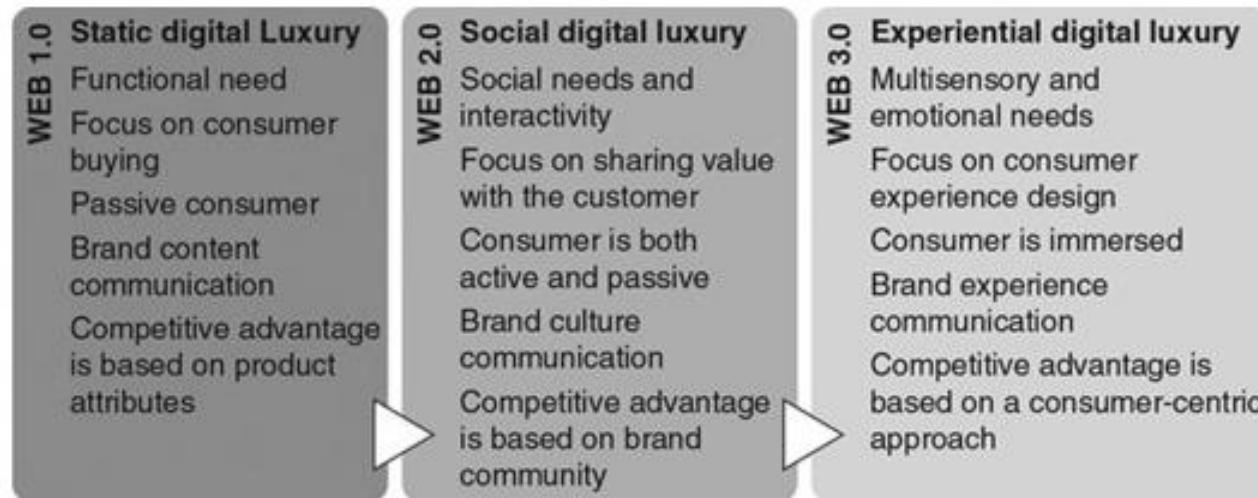
Pyramid of commitment

Charlène Li



Change of Paradigm

Figure 2.1 The shift from Web 1.0 to 3.0



Source: Wided Batat Luxury Digital 2019



Virtual influencers/ Non-Human Influencers

Non-Human influencers

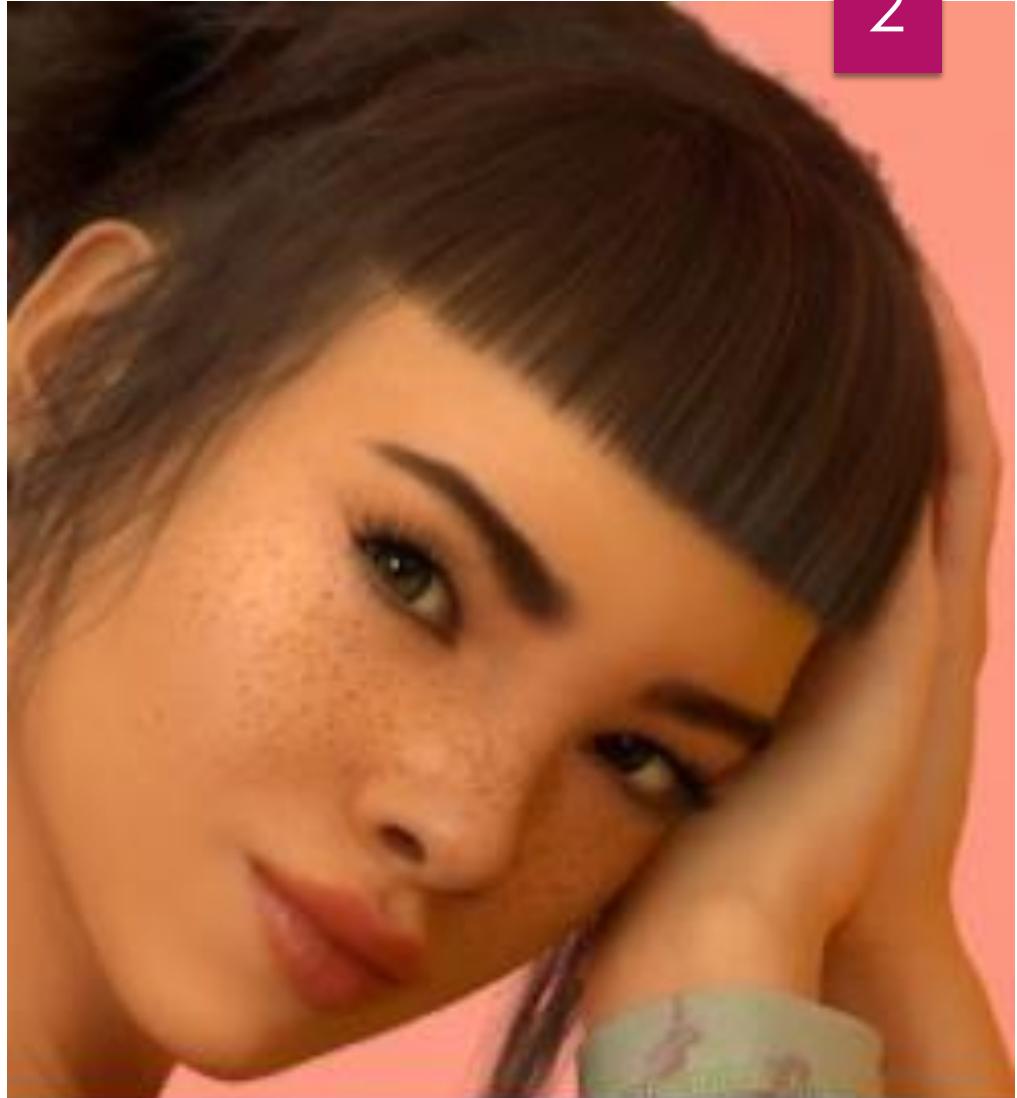
- ▶ Thank to the new technologies, nonhuman influencers appeared
- ▶ What is principle?
 - ❖ Film human to capture all movements and expressions
 - ❖ Reproduce them in 3D
 - ❖ Will communicate using AI
 - ❖ Deep learning capabilities
 - ❖ Sometimes hyper-realism character

Non Human influencers

- ▶ Several luxury brands already used Virtual influencers such as:
 - ❖ Dior
 - ❖ Prada
 - ❖ Calvin Klein
 - ❖ Balmain

Example of Non-Human influencers

- ▶ Lil Miquela
- ▶ <https://www.youtube.com/watch?v=TQvUwghlOcQ>
- ▶ 15 K like
- ▶ Her YouTube Channel: 259 K followers on followers
- ▶ Facebook: 1 208 105 followers
- ▶ Instagram: 2.9 millions followers, 1896 following, 969 posts





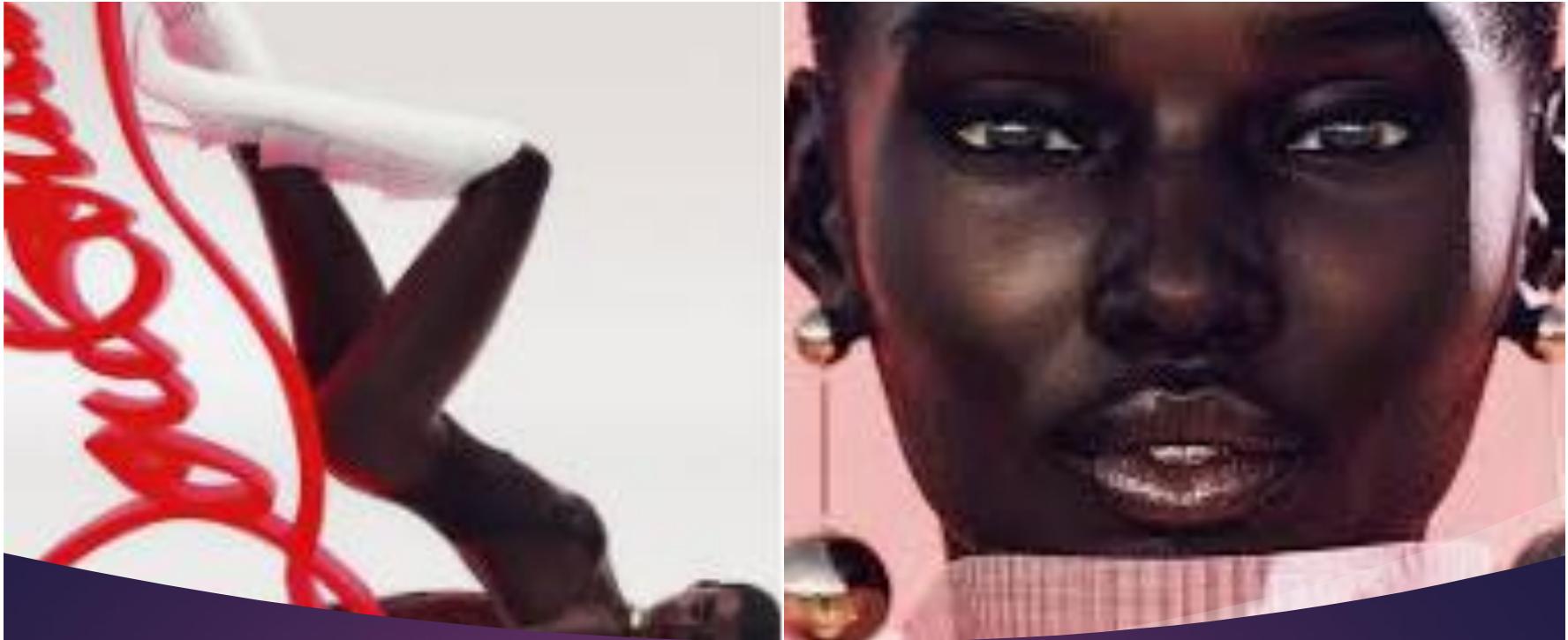
Example of Non-Human influencers

- ▶ Noonoori
- ▶ 371 K followers
- ▶ 1091 posts
- ▶ 214 following
- ▶ Digital Character activist vegan

Example of Non-Human influencers



- ▶ Imma Gram
- ▶ Japanese influencers
- ▶ Instagram:
 - ❖ 333.2 K followers,
 - ❖ 196 Followings,
 - ❖ 439 posts.



Example of Non-Human influencers

- ▶ Shudu gram
- ▶ Instagram:
 - ❖ 213.3 K followers,
 - ❖ 5028 Following,
 - ❖ 82 posts
- ▶ Partnership with Christian Louboutin



Example of Non-Human influencers

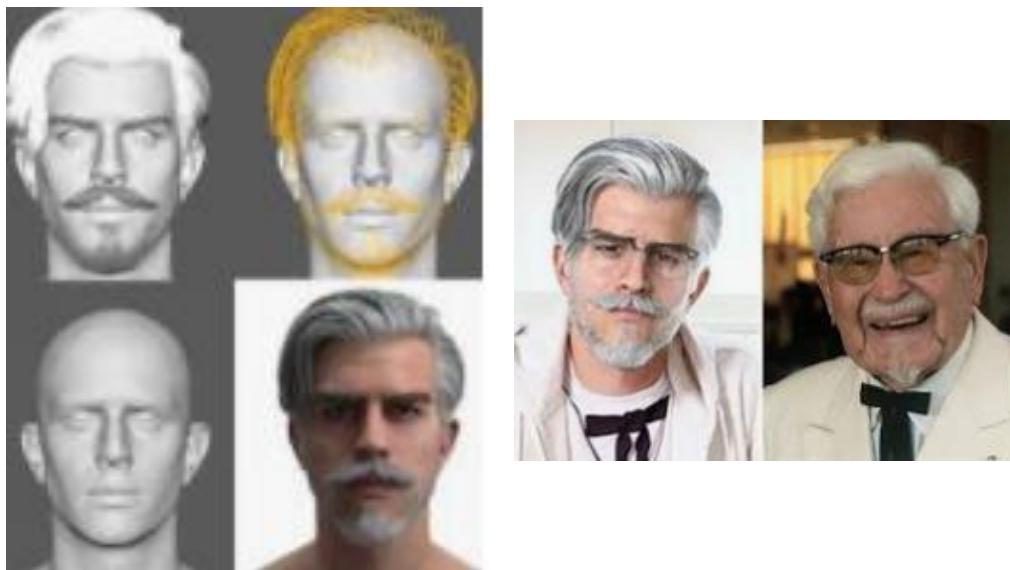
- ▶ Sometimes virtual influencers meet each others



kfc ✅ So cool to meet one of the best in the virtual celeb/influencer game @imma.gram. You know game recognizes game. Her style is so on point! It was great to talk with another virtual style icon and swap tips. Then you know we had to #strikeapose. Always recognize game. #secretrecipeforsuccess.

#virtualmodel #model #fashion
#gamerecognizegame #icon #blessed
#friedchicken #advice #success
#entrepreneur #behindthecurtain #keys
#respect #inspiration #positive
#positivethoughts #artistatwork

79w



From real to virtual

COLONEL SANDERS

Main advantages for brand

- ▶ Available 24h/7d=) reactivity
- ▶ Better fit with the brand/Style
- ▶ Look and feel decided by brands
- ▶ No Life cycle
- ▶ Aligned with the trend
- ▶ Can speak several languages
- ▶ No physical needs
- ▶ Always the same look and feel (will be never old)
- ▶ No issue regarding the acceptability of Virtual influencer by followers
- ▶ They must answer customers' expectations (Wirtz et al. 2018).
- ▶ Can demonstrate emotions: social emotional constructs are key (Van Doorn et al. 2017)
 - ❖ Perceived Humanness
 - ❖ Perceived social interactivity
 - ❖ Perceived social presence

Main disadvantages

- ▶ Development Costs
- ▶ Lack of authenticity
- ▶ Lack of emotions
- ▶ Products aren't really tested
- ▶ Acceptance will depend on age, culture...
- ▶ Ethic issue (lack of transparency...)

Social network and companies

Community Manager

Co-CRM

co-RM can be managed by:

- ▶ A third party (external company)
- ▶ The members of the community (example Sosh)
- ▶ An employee of the company



A new function called « Community Manager »

Definition

- ▶ Based on journal officiel:



“Person in charge of developing the web presence of a public or private organization by **retaining** a group of online users and **leading** exchanges in social networks, online media or forums.”

Community Manager



- ▶ Employee of the company
- ▶ Subcontracting
 - ❖ Agency
 - ❖ Freelance

Community manager is perceived as a member of the community.

Example : Lisalaposte et Yael (VoyageSncf)

Community Manager

Interaction with quite all departments =) Central position:



- ▶ **Sales department:** an answer to a quote
- ▶ **Customer service department: Customer claims**
- ▶ **IT department:** inform them on all system issues
- ▶ **Marketing department:**
 - ▶ Brand promotion
 - ▶ Internal communication (explain company strategy)
 - ▶ Public relation : crisis management...

Differents roles



- ▶ Animator
- ▶ Mediator
- ▶ Developer
- ▶ Watchman
- ▶ Moderator
- ▶ Must support members

Source : Godes et al (2005)

SOFT AND HARD SKILLS



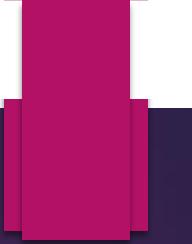
- ▶ What are the Soft and hard skills of a Community Manager?
 - ▶ Work in groups:
 - ❖ 7 groups of 2
 - ❖ 15 minutes preparation
 - ❖ 5 minutes presentation
 - ❖ Support: PowerPoint

Community manager Soft Skill

- ▶ Empathy
- ▶ Availability
- ▶ Dynamic/Pro-active
- ▶ Team Spirit
- ▶ Open minded
- ▶ Courtesy
- ▶ Reactivity
- ▶ Calm
- ▶ Adaptability
- ▶ Curiosity
- ▶ Creativity
- ▶ Conflict solver

Community Manager Hard Skill

- ▶ Multilingual
- ▶ Educated
- ▶ Communication Skill
 - ❖ Oral
 - ❖ Written
- ▶ Digital Competencies (software, analytic tools, graphic tools...)
- ▶ Good knowledge of the company (Processes, products...), and all stakeholders (competition, market...)
- ▶ Legal basis (customer's protection...°)



Marketing today is not
about what a company
says. It's about what
customers say about the
company.

GERALD C. KANE
MITSLOAN MANAGEMENT REVIEW



Thank you for your
attention!