**INTRODUCTION TO MARKETING – 2022**

**PRACTICAL PROJECT**

Select any **INTERESTING** **consumer** product that comes in some sort of packaging and identify one seller of this product. Please answer the questions below with this product and seller in mind. Ensure you can answer ALL the questions before deciding on your product.

**REQUIREMENTS**

You have to provide the answers to the questions below in a PowerPoint or any other form of presentation, on the last day of lectures. It is not required to use each question as a heading, but the answers should feature in your presentation. Please start your presentation by showing us the product or at least an illustration or clear description thereof.

**MARKET SEGMENTATION – andreas; product coca cola classic**

1. Describe the **market segments** that your product is directed at. How many segments are targeted by your organization?

* All age groups, except old folks; but mainly juveniles and young adults
* Around the world; except north corea, cuba, Russia

1. Which **bases** of segmentation and which **variables** have the organization used to segment the market?

* Geography (Countries)
* Demographics (age)
* Psychographics (lifestyle (healthy : diet coke))

1. Which **targeting strategy** does your organization follow?

* Broad marketing strategy
* primary target of Coca-Cola is younger customers within the age bracket of 10-25 and a secondary market composed of people aged 25-40.

1. How does your organization **position** itself and/or its products? Please motivate your answer.

* Joy bringing , happiness 🡪 only smiling people with friends : moments everybody has experienced and felt happiest in
* Sociable 🡪 in ads they usually show group of “friends” doing something together
* Family-friendly 🡪 in some ads they show a happy “family”
* More than just a drink (kind of a “lifestyle”) 🡪 is shown by advertisement campaigns like “Real Magic” (2021)
* Thirst quenching and refreshing 🡪 show people being active and after that drink a coke : with this “ahh” sound (refreshing)
* High quality relative to other soft drinks 🡪 glass bottles

1. Which **positioning variables** do your organization use? Provide examples if possible.

* Trustworthiness/being known (you know what you get) 🡪 coke did not change the recipe of the original coke for a long time
* Taste/Quality 🡪 coke presents itself as a tasty brand 🡪 actors in the ads to this “ahh” sound/they use slogans like “taste the difference”
* Affordable/available 🡪 you can get them everywhere and they are usually not that expensive

**PRODUCT**

1. Is your product a convenience, shopping or a speciality product from the perspective of your target market? Could this classification be different for different market segments? Yes or no? Why? Explain.
2. Show, and evaluate, the name, term, symbol, design, logo, slogan (those that are applicable) for your product.
3. If your product is to be sold in more than one country, are the brand elements the same? How do they differ?
4. In which **phase** of the PLC is your product? Why did you classify it in that phase?
5. Are there examples of failure in your **product type**? Why did it fail?
6. Show and evaluate the packaging of your product.
7. What is the **major function** of the packaging?

**PRICING**

1. How much does your product cost?
2. How does the price compare with competitors’ prices?
3. Look for the relevant information and describe how the organization applies **psychological** tactics to placing its prices either on its website or in advertisements.
4. Report on the organization’s use of tactic in adjusting its base price for your chosen product.

**PLACE (DISTRIBUTION)**

1. Describe and evaluate the distribution channel for your product.
2. Provide reasons for choosing this type of channel.

**PROMOTION**

1. Show an example of advertising or other form of promotion for your product.
2. Do you think that the promotion medium and the content and design of the advertisement suit the target market? Why or why not?