

## Important Warnings !

### Private Report from Customer Union



Customer Union is an independent, international, product-rating service that performs objective evaluations of new products across a host of business and consumer industries. The following is their private report to your firm based upon their analysis of market needs and your brand offerings in the previous quarter.

None of your brands met the minimum requirements for the following target segment(s): **Mercedes**. Customer Union has not recommended any of your firm's brands for these customers, which has negatively impacted your demand.

This is a common problem to experience, especially in the early stages of business when you are learning about the market.

You can resolve the problem this quarter. When you are making your marketing decisions for brand management this quarter, identify the best brands on the market for the target segment. Then compare these brands with yours. Determine which brand components are favored by the target segment. Then, develop a new brand with components that better meet your target segment's needs.

### Private Report from International Advertising Federation



International Advertising Federation is an independent ad-copy-rating service that performs objective evaluations of advertising copy across a host of business and consumer industries.

The following is their private report to your firm based upon their analysis of market needs and your advertising copy in the previous quarter.

None of your ads met the minimum requirements for the following target segment(s): **Innovator, Mercedes**. This has negatively impacted your demand.

Poor ad design is a common problem, especially in the early stages of business when you are learning about the market.

You can resolve the problem this quarter, although it may take you a few quarters to learn how to optimize your ads.

When you are making your marketing decisions in the advertising section this quarter, identify the best ads on the market for the target segment. Compare these ads with yours. Pay attention to the benefits in each ad, their order, and the total number of benefits included. Try to deduce what appeals to the target segment. Then develop new ads that better align with your target segment's needs.