



# Intellectual Property and Intellectual Property Management

MN 3060

**Session 08: Marketing strategy and IPR**

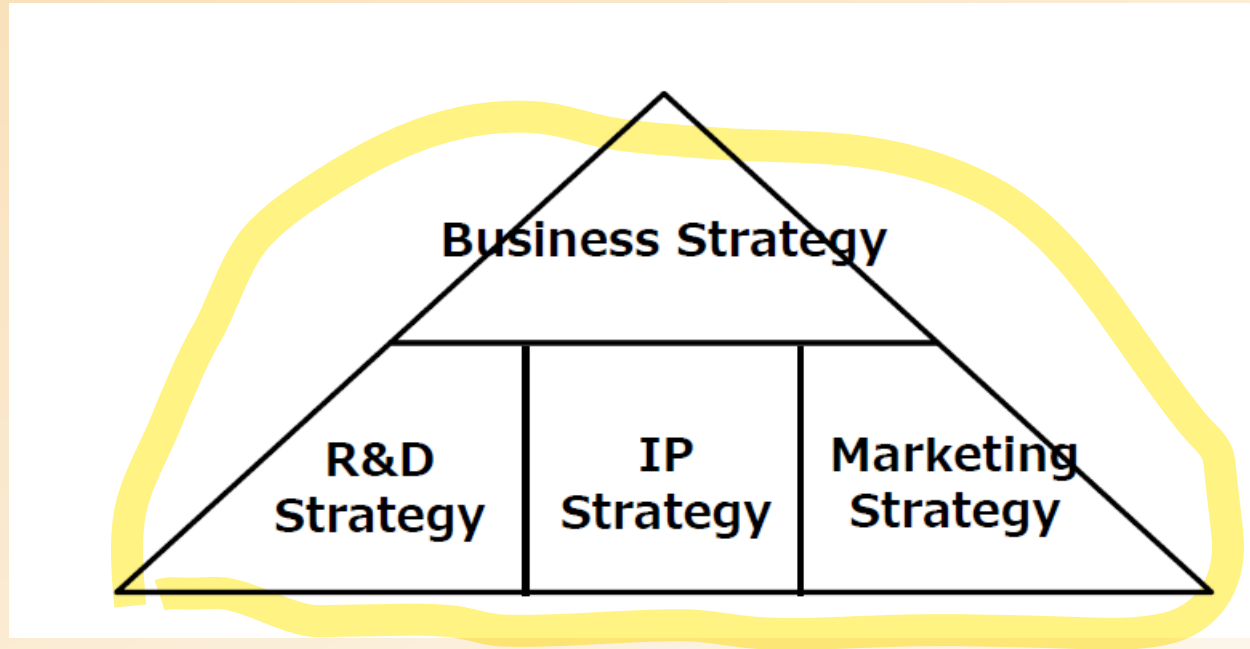
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# Business Strategy” in the context of Business Administration

Company-wide Strategy	Measures to operate efficiently the aggregation of sectors and increase entire company value
Business strategy	Measures to build a sustainable competitive advantage in individual business sector (IP Strategy, Marketing Strategy)
Functional Strategy	Measures to be taken by respective functions within a company



## Hierarchy of Business Strategy



- “Marketing Strategy” is placed under “Business Strategy” in the same level of the hierarchy as “R&D Strategy” and “IP Strategy.”
- 3 functional strategies must be planned and implemented under “Business Strategy” in consistent with one another.

# What is “Marketing”

- Marketing refers to the process of identifying, creating, communicating, and delivering value derived from intellectual property assets to target markets.
- Meeting customer needs, enhancing brand recognition, and generating revenue.
- Involves strategically promoting patented inventions, trademarks, copyrighted content, and trade secrets to position them competitively in the market, build partnerships, attract investors.
- Unlock commercialization opportunities.

To offer product/service in a way suitable for the needs of customers  
(= needs of “market”),  
not in a way convenient only for company

A system to motivate customers to buy the product/service on their own volition”

## Business operation of companies and “Marketing”

$$\text{Income (I)} = \text{Revenue (R)} - \text{Expense (E)}$$

How to increase Income (I)?

### ① Increase Revenue (R) (←“Marketing”)

- Have customers to buy more amount (sales increase)
- Have customers to buy at higher price (price increase)

### ② Decrease Expenses (E)

# Business operation of companies and “Marketing”

## Business Operations of Companies

### •Core Functions

- **R&D and Innovation:** Develop new technologies and products.
- **Production & Supply Chain:** Manufacture and distribute products efficiently.
- **Finance & Budgeting:** Manage resources, investments, and profitability.
- **Sales & Marketing:** Promote products/services and generate revenue.
- **HR & Legal Compliance:** Manage workforce and ensure regulatory adherence.

## Marketing Related to Intellectual Property (IP)

- **Brand Differentiation:** Leverage **trademarks** to create strong brand identity.
- **Product Positioning:** Promote **patented innovations** as unique market offerings.
- **Licensing & Commercialization:** Market IP for out-licensing, royalties, or collaborations.
- **Competitive Advantage:** Use **trade secrets** to gain and sustain an edge.
- **Market Communication:** Highlight **copyrights** (designs, software) to attract customers and investors.





# Conventional Approach to Marketing Strategy

## 1. Environmental Analysis

- Assess the market, competitors, and internal strengths.

## 2. Segmentation & Targeting (S&T)

- Identify specific customer segments and select the most valuable ones to target.

## 3. Positioning (P)

- Define the company's unique position to outperform competitors by addressing the needs of the target segment.

## 4. Optimize the Marketing Mix (4Ps)

- Ensure **Product, Price, Place, and Promotion** are aligned with the company's strengths and appeal to the target customers.



# 1. Environmental Analysis

## (1) External Analysis

**Customers:** What do they need?

**Competitors:** Where are the threats?

**Goal:** Find business areas with high demand and low competition.

*Tools: PEST, 5 Forces*

## (2) Internal Analysis

**Resources & Capabilities:** What do we have?

**Strengths & Weaknesses:** Where do we excel, and where do we need improvement?

**Goal:** Match strengths to market needs.

*Tools: VRIO, Core Competence*

## (3) Total Analysis

**Combine Internal & External Factors:** Identify the best strategy that aligns strengths with opportunities.

*Tools: 3C Model, Cross-SWOT*

# External Analysis using PEST

PEST Analysis evaluates **Political, Economic, Social, and Technological** factors that impact a company's business environment and IP strategy. It helps identify external opportunities and risks influencing IP protection and commercialization.

## PEST Framework for IP

### 1. Political

1. IP laws, regulations, and enforcement policies
2. Example: Strong patent laws in the U.S. encourage innovation.

### 2. Economic

1. Market trends, economic growth, funding availability
2. Example: High R&D investment boosts IP generation in biotech.

### 3. Social

1. Consumer behavior, societal trends, cultural factors
2. Example: Demand for sustainable products encourages green tech patents.

### 4. Technological

1. Pace of innovation, emerging technologies, R&D trends
2. Example: AI developments lead to new patent filings for algorithms.

# External Analysis: 5-Force Analysis for IP Strategy

Porter's **5-Force Analysis** evaluates five competitive forces that shape an industry's dynamics.

It helps assess the competitive environment to optimize IP strategy and create sustainable competitive advantages.

## 5 Forces Applied to IP

### 1. Threat of New Entrants

1. New players entering the market with innovative solutions.
2. **Example:** Patents create entry barriers by blocking competitors.

### 2. Bargaining Power of Suppliers

1. Dependence on suppliers for key components or technology.
2. **Example:** Exclusive licensing agreements secure supplier leverage.

### 3. Bargaining Power of Buyers

1. Buyers' influence on prices or product requirements.
2. **Example:** Strong IP (e.g., trademarks) builds brand loyalty, reducing buyer power.

### 4. Threat of Substitutes

1. Alternative products or technologies replacing existing ones.
2. **Example:** Patent protection reduces substitution risks by safeguarding innovations.

### 5. Industry Rivalry

1. Intensity of competition among existing players.
2. **Example:** Competitors race to file patents for the latest technology, such as in pharmaceuticals.

# Internal Analysis: VRIO Analysis for IP Strategy

**VRIO Analysis** assesses a company's resources and capabilities to determine whether they provide a **sustainable competitive advantage**.

Evaluates assets based on four factors: **Value, Rarity, Imitability, and Organization**.

**1.Value:** Does the IP help the company create value or reduce costs?

**Example:** A patented technology lowers production costs and enhances product quality.

**2.Rarity:** Is the IP unique and not widely available?

**Example:** An exclusive design protected by copyright offers distinct market appeal.

**3.Imitability:** How easily can competitors replicate the IP?

**Example:** Trade secrets (like the Coca-Cola formula) are hard to imitate, sustaining a competitive edge.

**4.Organization:** Is the company effectively utilizing the IP?

**Example:** A company with clear IP policies and licensing strategies maximizes revenue through commercialization.

## Internal Analysis: Core-Competence Analysis for IP Strategy

Core-Competence Analysis identifies the unique strengths and capabilities that give a company a **competitive advantage**.

Competencies are difficult for competitors to replicate and contribute significantly to customer value.

Often involve proprietary **knowledge, technologies, or processes** protected by IP.

### Application of Core-Competence to IP

#### 1. Identify Key Competencies

1. Capabilities that drive the company's success and are hard to imitate.

**Example:** Apple's design excellence protected by copyrights and trademarks enhances brand value.

#### 2. Leverage IP for Competitive Edge

1. Use patents, copyrights, and trade secrets to protect core technologies or processes.

**Example:** Tesla's battery technology, secured through patents, strengthens its position in the electric vehicle market.

#### 3. Integrate Across Functions

1. Core competencies must align with R&D, production, and marketing efforts.

**Example:** Google's expertise in search algorithms (protected as trade secrets) supports its entire ecosystem of services.



# Total Analysis: 3C Analysis for IP Strategy

The **3C Analysis** framework examines the interaction between three key factors—**Company, Customers, and Competitors**—to develop a well-rounded strategy. It ensures alignment of internal strengths, market needs, and competitive positioning.

## 3C Framework Applied to IP

### 1. Company

1. Evaluate internal strengths, resources, and IP portfolio.
2. **Example:** A university spin-off uses patented technology as a core business asset. (partially based on “IP Landscape” )

### 2. Customers

1. Understand customer needs and preferences.
2. **Example:** A company develops green tech products based on rising demand for sustainable solutions, securing IP protection for innovations. (partially based on “big data” on consumers )

### 3. Competitors

1. Assess competitors' IP strategies and market positioning.
2. **Example:** Monitoring competitors' patent filings helps a firm adjust R&D efforts to avoid IP conflicts and identify market gaps. (partially based on “IP Landscape”)

# Total Analysis: Cross-SWOT Analysis for IP Strategy

**Cross-SWOT Analysis** goes beyond traditional SWOT by matching **internal strengths and weaknesses** with **external opportunities and threats**.

Matrix helps companies develop actionable strategies by leveraging strengths, improving weaknesses, capitalizing on opportunities, and mitigating threats.

## Application of Cross-SWOT to IP

### 1. Strengths + Opportunities (SO Strategy)

1. Use strengths to capture market opportunities.

**Example:** Patent portfolio leveraged for licensing deals in emerging markets.

### 2. Strengths + Threats (ST Strategy)

1. Use strengths to counter external threats.

**Example:** Strong brand and trademark protection help resist counterfeit products.

### 3. Weaknesses + Opportunities (WO Strategy)

1. Address weaknesses to capitalize on opportunities.

**Example:** Invest in R&D partnerships to improve weak technology and file new patents.

### 4. Weaknesses + Threats (WT Strategy)

1. Minimize weaknesses to avoid external risks.

**Example:** Strengthen IP enforcement to avoid infringement lawsuits from competitors.

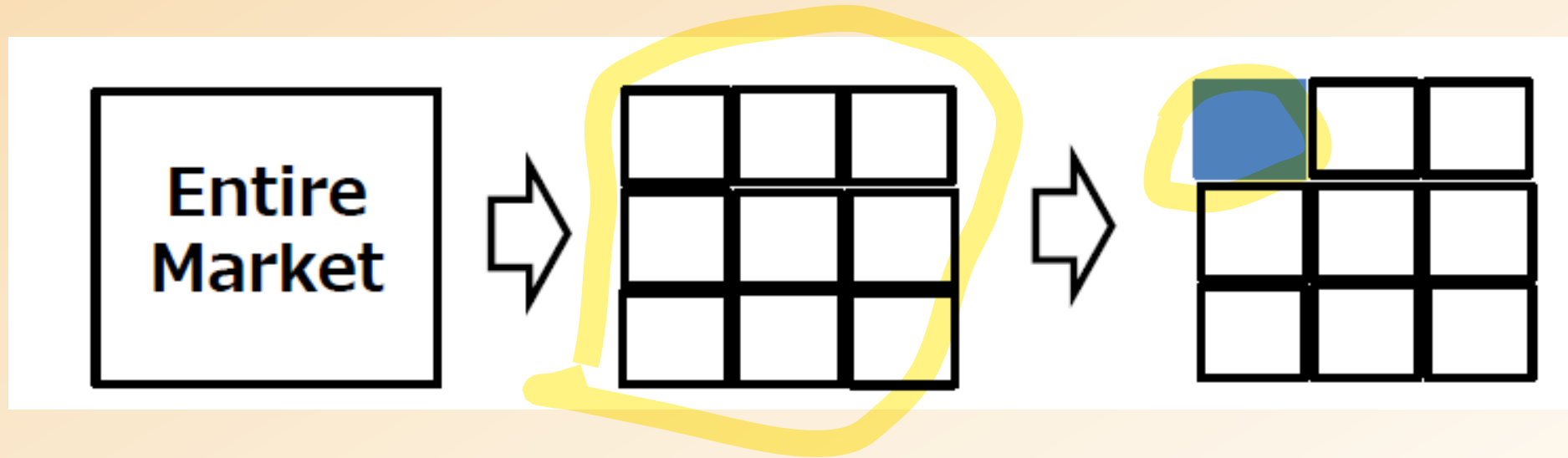




## 2. Segmentation & Targeting

### Why Segmentation and Targeting Matter

- Effective marketing strategies depend on clearly identifying and targeting specific customer groups.
- A product or service without a defined target audience risks being ordinary and lacking standout features, making it unappealing to potential buyers.
- If a product is marketed as something that everyone wants, it may end up being something that nobody actually desires.



- **Market Segmentation**

Market segmentation involves breaking down a large market into smaller groups based on characteristics like age, gender, occupation, and location.

- **Targeting**

After segmentation, select specific groups to focus on. This approach helps reduce costs for product development and advertising while increasing profits.

# Attributes Used for Segmentation

## Demographic Variables

- Age
- Gender
- Generation
- Family Structure
- Occupation
- Job Position
- Industry
- Educational Background
- Income

## Geographic Variables


- Climate
- Population
- Urban vs. Rural

## Psychographic Variables

- Personality
- Lifestyle
- Social Class
- Activities, Interests, Opinions (AIO)
- Values


## Behavioral Variables

- Purchasing Behavior
- Occasion of Purchase
- Benefits Sought
- Customer Loyalty



## Segmentation & Targeting: Identifying Market Needs:

- Use **bottleneck analysis** to pinpoint limitations in current products or services.
- Focus on segments where high-performance solutions can address these bottlenecks.
- Tailor offerings to meet the unique needs of targeted segments, maximizing customer satisfaction and market potential.



# Identifying Market Needs Using Bottleneck Analysis

Map out the entire customer journey or production process.

## **1. Identify Bottlenecks:**

Look for points where performance slows down or resources are underutilized.

Common indicators include long wait times, high defect rates, or customer complaints.

## **2. Analyze Impact:**

Assess how bottlenecks affect overall performance and customer satisfaction.

Determine the consequences for market competitiveness and profitability.

## **3. Gather Feedback:**

Collect insights from customers and stakeholders to understand pain points.

Use surveys, interviews, or focus groups to identify specific needs.

## **4. Prioritize Needs:**

Rank the identified needs based on urgency and market demand.

Focus on addressing the most critical bottlenecks first.

## **5. Develop Solutions:**

Create targeted products or services to resolve the identified bottlenecks.

Tailor marketing strategies to highlight how these solutions meet customer needs.

# Identifying market needs by “user’s voice”

## ① “Lead User Method”

- Listen to a voice of a “lead user” who has deep insights about cutting-edge needs
- Develop a product/service based on the information provided by the lead user

**e.g. Developing a new diet food based on the information from a boxer who is well-experienced in losing weight, balancing physical performance and weight loss.**

## ② “Crowd Sourcing Method”

- Listen to voices of a large number of consumers
- Develop a product/service based on a particular information extracted from many voices

**e.g. Developing a sofa well-fitting to human body by MUJI**



# Identifying Market Needs by User's Voice Analysis

User's Voice Analysis involves gathering and analyzing feedback from users to understand their needs, preferences, and pain points.

## Steps:

### 1. Collect Feedback:

1. Use surveys, interviews, focus groups, and online reviews to gather user input.

### 2. Analyze Data:

1. Identify common themes, suggestions, and complaints within the feedback.
2. Look for patterns that highlight user needs and desires.

### 3. Prioritize Insights:

1. Rank user needs based on frequency and impact on customer satisfaction.
2. Focus on the most critical and prevalent needs.

### 4. Develop Solutions:

1. Create products or services that address the identified needs.
2. Tailor marketing messages to reflect user preferences.





### 3. Positioning

Positioning involves establishing a unique place in the market where a company can excel in meeting customer needs better than competitors.

#### Goal:

- Attract more customers by clearly defining how your offerings are superior.

#### Three Key Requirements:

##### 1. Fit Customer Needs:

Ensure the product or service aligns with what targeted customers want.

##### 2. Leverage Company Strengths:

Base positioning on the company's unique strengths and capabilities.

##### 3. Differentiate from Competitors:

Highlight what sets your offerings apart from competitors to create a distinct value proposition.



### 3. Positioning & Commoditization

#### Commoditization

process where goods or services become indistinguishable from those of competitors.

#### Characteristics of Commoditized Products:

- Products are so similar that they are mainly differentiated by price.
- Companies cannot effectively position their offerings apart from competitors

#### Implications:

- Leads to **Price Competition**: Consumers base their purchasing decisions primarily on price.
- Results in lower profit margins for all companies in the market.

### 3. Positioning: Differentiation

#### Differentiation

A marketing strategy that sets a company's products or services apart from competitors.

#### Differentiation Factors:

- Price
- Functionality
- Performance
- Quality
- Reliability
- Design
- After-sales Service
- Interaction
- Customization

#### Implementation through Intellectual Property:

Use of IPs such as:

- Inventions
- Trade Secrets
- Industrial Designs
- Trademarks
- Computer Software
- Big Data

#### Benefits:

- Creates a **Competitive Advantage**
- Builds **Brand Awareness** (via name, packaging, and promotion)
- Avoids **Price Competition**
- Leads to **Higher Profits** for the company

### 3. Positioning: Inimitability

#### Inimitability

A marketing strategy that makes it difficult or costly for competitors to imitate or duplicate a company's differentiation factors.

#### Key Examples of Inimitability:

##### Intellectual Property Rights (IPRs):

- Patent Rights
- Design Rights
- Protected Trade Secrets
- Brand Loyalty (supported by Trademark Rights)

#### Benefits:

- **Short-Term Advantage:** Differentiation can provide a first-mover advantage.
- **Long-Term Advantage:** Inimitability of differentiation factors ensures sustained competitive advantage and success.

# Differentiation, Inimitability and IP/IPR

Differentiation Factors of Product/Service	IPs implementing Differentiation Factors	IPRs ensuring Inimitability of IPs
Price, Functionality, Performance, Quality, Reliability, Design, Brand Image, etc.	Invention, Technical Secret, Industrial Design, trademark, Computer Software, Data, etc.	Patent Right, Design Right, Trademark Right, Copyright, Protection by UCP Act, etc.

## Other differentiation factors

- Sales  
hospitality, Location, convenience, etc.
- Emotional Value  
style, concept, story, etc.

## Other types of Inimitability

- Type-1 inimitability  
Historical or cultural strength, Black-box strength, Business which is hard to follow
- Type-2 Inimitability
- Type-3 Inimitability

## Positioning Examples with Target Market

### 1. Luxury Cars (e.g., Mercedes-Benz)

**Target Market:** High-income individuals seeking status and premium features.

**Positioning:** Emphasizes luxury, performance, and superior craftsmanship.

**Strength of Company:** Established brand reputation for quality and innovation.

### 2. Budget Airlines (e.g., Ryanair)

**Target Market:** Cost-conscious travelers looking for affordable options.

**Positioning:** Focuses on low fares and no-frills service.

**Strength of Company:** Efficient operational model that keeps costs low.

### 3. Health Food Products (e.g., Whole Foods)

**Target Market:** Health-conscious consumers and environmentally aware individuals.

**Positioning:** Highlights organic, sustainable, and locally sourced products.

**Strength of Company:** Strong commitment to quality and sustainability.

### 4. Technology Gadgets (e.g., Apple)

**Target Market:** Tech-savvy users valuing innovation and design.

**Positioning:** Promotes user-friendly design, cutting-edge technology, and brand loyalty.

**Strength of Company:** Exceptional brand loyalty and a strong ecosystem of products and services.



# Positioning Map: Key Buying Factors (KBF)

**Axes:**

**X-Axis:** Design Quality

**Y-Axis:** Innovation (Unexpectedness)

## Positioning of Apple Inc. Products:

**Apple Inc.** is characterized by:

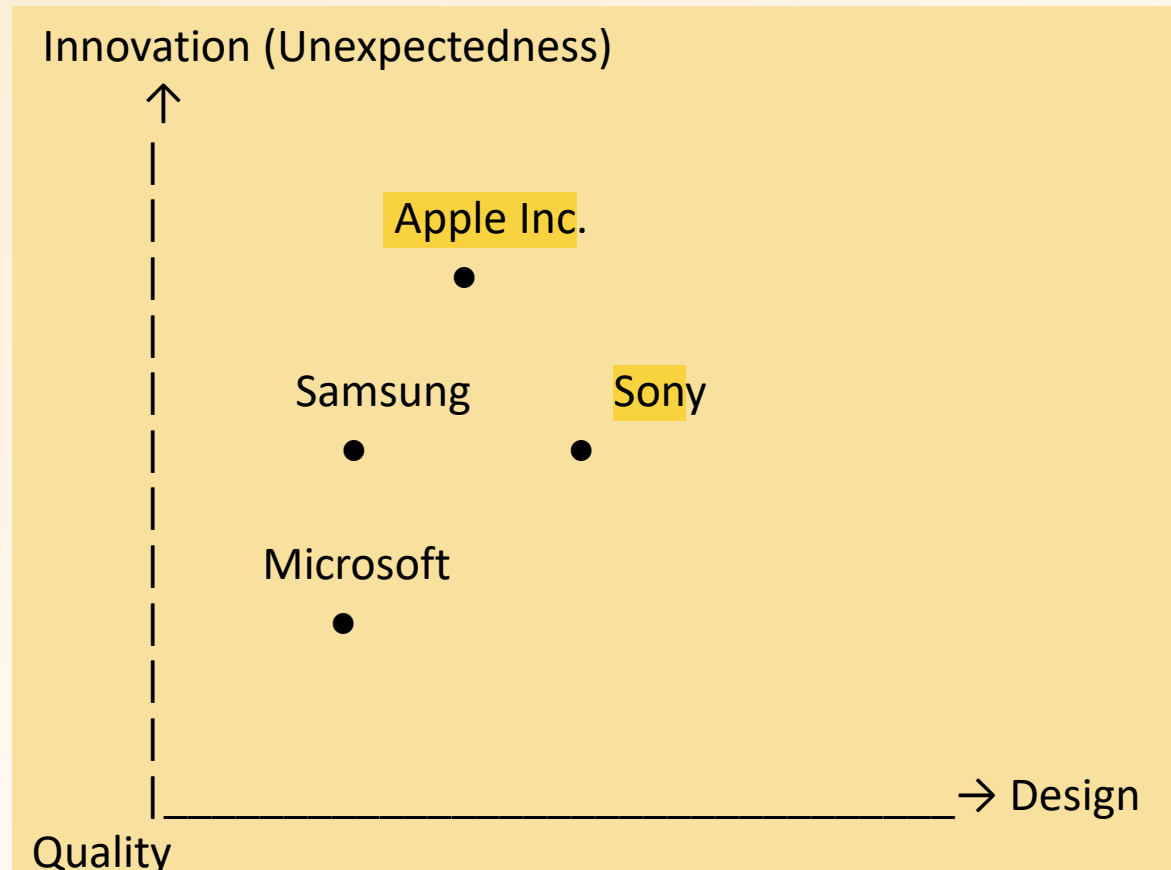
- **Fine Design:** Sleek and aesthetically pleasing products.
- **Unexpected Features:** Unique functionalities that surprise users

**Apple Inc.:** Exceptional design and innovative features.

**Samsung:** Strong design with high functionality and innovation.

**Sony:** Focus on quality design and innovation, particularly in entertainment tech.

**Microsoft:** Good functionality but less emphasis on design compared to competitors.







## Positioning Map: Economical Value vs. Emotional Value

### Axes:

- **X-Axis:** Economical Value (Cost-effectiveness and practical benefits)
- **Y-Axis:** Emotional Value (Feelings and emotional connection with the product)

- **Economical Value:**

Perceived value based on the cost savings and practicality of a product. It answers the question, "Is this worth the money?"

- **Emotional Value:**

Perceived value based on the emotional connection a consumer feels towards a product. It answers the question, "How does this product make me feel?"

- **Economical Value:**

**Generic Brands** (e.g., store-brand products)

- Focus on cost savings and functionality over branding.

- **Emotional Value:**

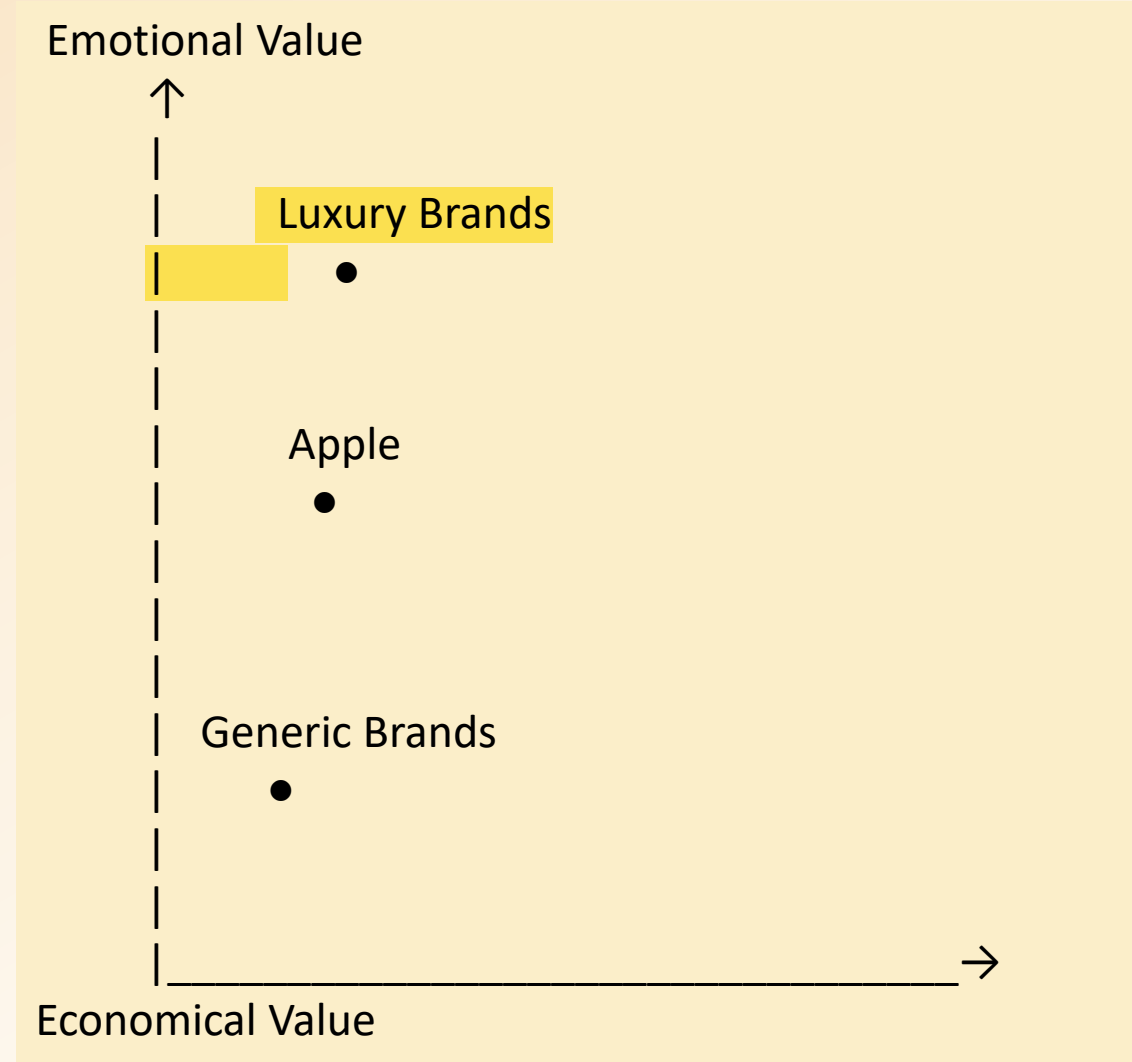
**Luxury Brands** (e.g., Chanel, Rolex)

- Focus on prestige, self-expression, and status.

- **Balanced Value:**

**Apple**

- Offers both high-quality products (economical value) and a strong emotional connection through brand loyalty and innovation.



## 4. Marketing Mix (4P-Analysis)

- Product, Price, Place and Promotion (4Ps) should be consistent with each other
- 4Ps should comply with the strength of the company, and attract targeted consumers

4Ps	Definition	Example
Product	Goods/services offered to meet customer needs.	Apple iPhone - Innovative design and technology, appealing to tech-savvy consumers.
Price	Amount charged for the product.	Tesla - Premium pricing reflecting quality and sustainability, attracting environmentally conscious consumers.
Place	Distribution channels for product availability.	Nike - Available online, in specialty retailers, and branded stores, ensuring accessibility for diverse consumers.
Promotion	Methods to communicate product benefits.	Coca-Cola - Emotional advertising campaigns evoke happiness, appealing to a broad audience.

## 4. Marketing Mix –Starbucks

4Ps	Description
<b>Product</b>	Premium coffee and beverages, along with a cozy café experience. Focus on high-quality ingredients and unique flavors to cater to coffee enthusiasts.
<b>Price</b>	Premium pricing strategy reflects the quality and experience. Higher prices attract affluent consumers who value specialty coffee and a unique atmosphere.
<b>Place</b>	Stores located in high-traffic urban areas, offering a comfortable and inviting environment. Also provides mobile ordering through the Starbucks app for convenience.
<b>Promotion</b>	Engaging marketing campaigns focused on community and sustainability. Loyalty programs and seasonal promotions enhance customer retention and brand loyalty.

## 5. Marketing Strategy and IP/IPR

Marketing Strategy			Relevant IP/IPR
<b>Segmentation &amp; Targeting</b>		Choose a customer segment who needs product/service to be provided by the company	Analysis based on "big data" on behavior of actual/potential customers
<b>Positioning</b>		① Comply with customer need ② Based on own strength ③ Competitors have no strength	- Analyses of own company and competitor based on "IP landscape" - Differentiation from competitor by IPs - Inimitability by IPRs against imitation by competitors
<b>Marketing Mix</b>	<b>Product</b>	What should be sold?	- Differentiation from competitor's product by intellectual property - Inimitability by Intellectual Property Right protection
	<b>Price</b>	How much is it?	cost advantages made by IPs
	<b>Place</b>	How to sell?	-
	<b>Promotion</b>	How to make it known	Brand loyalty built by trademark, design, catch copy, etc.

# Real World Application

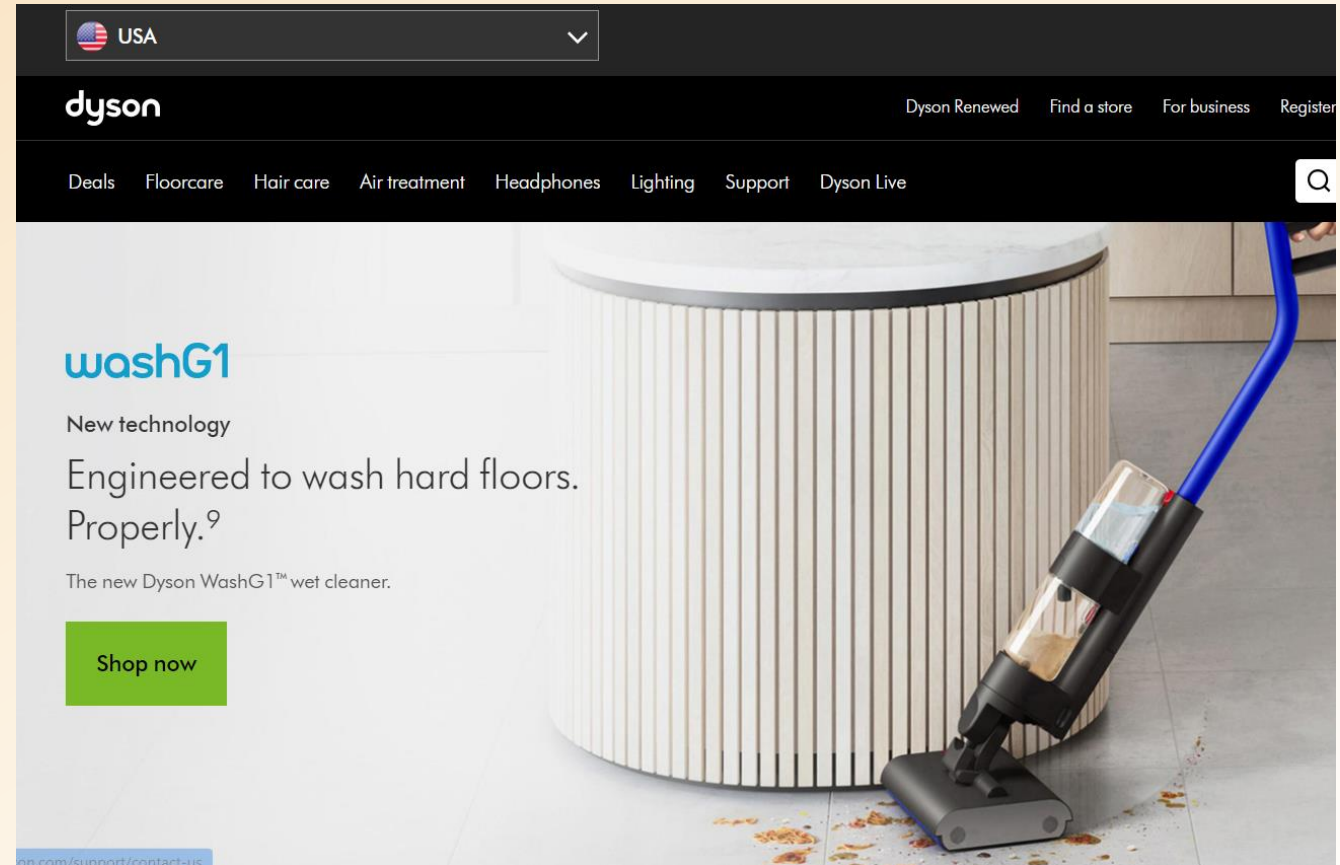
## Dyson Ltd.

### Introduction

Dyson Ltd. is known for its innovative household appliances, particularly vacuum cleaners, air purifiers, and hand dryers.

Company effectively leverages its intellectual property to create a strong marketing strategy that emphasizes innovation, quality, and unique design.

By protecting its inventions through patents and trademarks, Dyson not only enhances its brand value but also builds consumer trust and loyalty.





## Available IPs of Dyson

### 1. Patents:

**Utility Patents:** Protecting the functional aspects of Dyson's technology, such as cyclone separation technology and digital motors.

**Design Patents:** Covering the unique aesthetic features of their products, like the iconic shape of their vacuum cleaners and air purifiers.

### 2. Trademarks:

**Brand Name:** "Dyson" is a registered trademark, representing quality and innovation in home appliances.

**Logos and Taglines:** Distinctive logos and slogans that communicate the brand's values.

### 3. Trade Secrets:

Proprietary technology and manufacturing processes, such as algorithms for motor efficiency and battery management systems.

## Patent Families

### • Example of Patent Families:

- **Cyclone Technology:** A family of patents related to various aspects of cyclone separation, including methods of enhancing efficiency and reducing noise.
- **Air Multiplier Technology:** Patents covering the technology behind bladeless fans and air purifiers, focusing on safety and energy efficiency.





## Dyson Ltd. Patent Overview (Patent Portfolio)

### 1.Total Number of Patents:

As of recent reports, Dyson holds **over 5,000 patents** globally across various jurisdictions.

### 2.Patent Families:

Dyson has significant patent families related to key technologies, including:

- 1. Cyclone Technology:** Numerous patents protecting innovations in cyclone separation and suction mechanisms.
- 2. Digital Motors:** Patents covering the design and functionality of their highly efficient digital motors.
- 3. Air Multiplication:** Patents for bladeless fan technology and air purifiers.

### 3.Recent Patents:

Dyson continues to file new patents annually, with several hundred new filings each year focused on advancements in home appliances, robotics, and energy-efficient technologies.

### 4.Geographical Coverage:

Dyson's patents are filed in various regions, including the United States, Europe, and Asia, ensuring broad protection of its technologies in key markets.

### 5.Innovation Rate:

The company has been noted for its high rate of innovation, often averaging around **200 new patent applications per year** as part of its commitment to research and development.

# Few of their granted Patents

Patent Title	Patent Number	Description
Cyclone Separator	US Patent No. 5,628,890	This patent covers the technology behind the cyclone separation system used in vacuum cleaners, enhancing suction efficiency by using centrifugal force.
Digital Motor	US Patent No. 7,131,870	This patent protects Dyson's unique design of high-speed digital motors, which are integral to many of their products, providing powerful suction and energy efficiency.
Bladeless Fan Technology	US Patent No. 7,098,688	Covers the design and functionality of bladeless fans, focusing on airflow amplification and safety without the use of traditional blades.
Hand Dryer Technology	US Patent No. 7,301,960	This patent relates to Dyson's Airblade hand dryer technology, featuring a high-velocity sheet of air that dries hands quickly and hygienically.
Robot Vacuum Technology	US Patent No. 10,362,667	Covers the design and functionality of robotic vacuums, including navigation and cleaning mechanisms that improve efficiency and effectiveness.

# Real-world example using **Nike** and its **Nike Training Club app** as the product.

Category	Details
Segmentation	- Demographic: Ages 18-45, gender (all), income level (middle to high income)
	- Geographic: Urban areas, countries with a strong fitness culture (e.g., USA, UK, Australia)
	- Psychographic: Fitness enthusiasts, lifestyle-focused consumers, brand loyalists
	- Behavioral: Regular gym-goers, home workout users, individuals seeking to improve fitness levels
Target Market	Primary Target: Fitness enthusiasts aged 18-45 who are tech-savvy and seek an all-in-one fitness solution that combines workouts with community support and expert guidance.
Positioning	"Nike Training Club: Your ultimate fitness partner, providing expert-led workouts, personalized training plans, and a supportive community, designed to help you achieve your fitness goals anywhere, anytime."
Product	- Nike Training Club app offering:
	- Free and premium workout plans
	- Access to expert trainers
	- Community features
	- Nutrition tips and health insights
	- Integrations with wearable devices (e.g., Apple Watch)
Price	- Free tier with basic features
	- Premium subscription for \$14.99/month or \$119.99/year (provides advanced features and exclusive content)
Place	- Available on iOS and Android app stores
	- Promoted through the Nike website
	- Partnerships with gyms and fitness influencers for broader reach
	- Accessible globally, with localized content for different markets
Promotion	- Social media marketing (Instagram, TikTok) showcasing user testimonials and workout snippets
	- Influencer partnerships with fitness coaches
	- Email marketing to existing Nike customers
	- Special promotions during fitness events (e.g., New Year, summer challenges)
	- Collaborations with fitness programs and sponsorship of fitness events

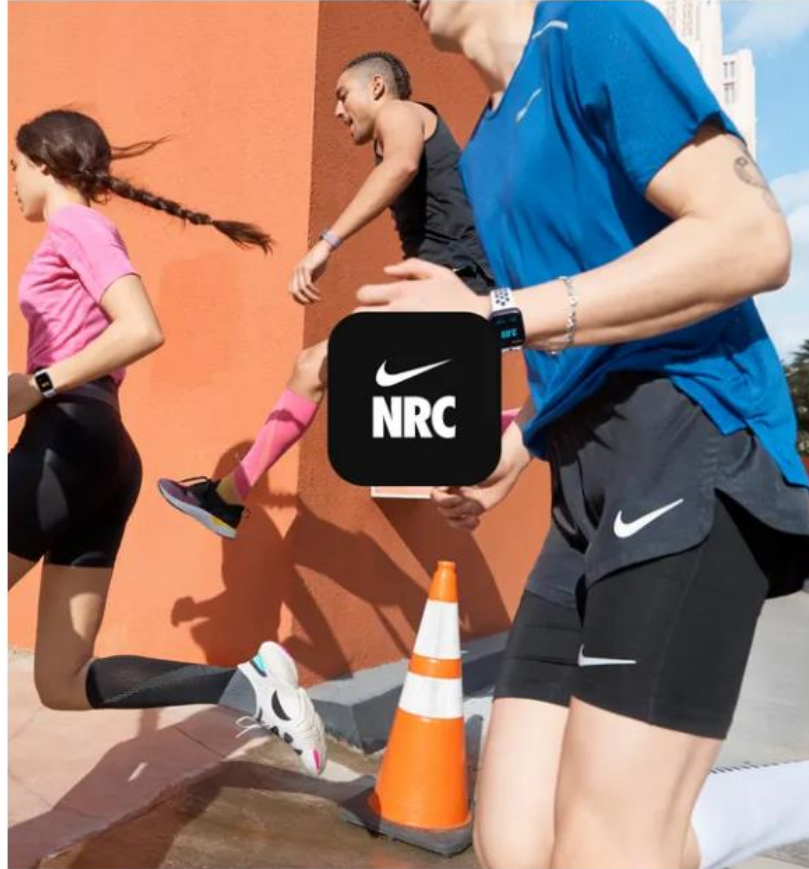


## Nike Training Club



## Nike App

Your personal guide to Nike. The latest gear, engaging stories and worldwide community for you.



## Nike Run Club

Everything you need to start running, keep running, and enjoy running more.



## SNKRS

Your ultimate sneaker source.

# Need-Pull Approach to Commercialization of Technology

A commercialization strategy driven by market demand, where technology is developed to meet specific customer needs or solve real-world problems.

## Key Features:

- **Market-Driven:** Innovations arise from identified gaps in the market or unmet customer demands.
- **User Feedback:** Engaging with potential users to gather insights that guide development.
- **Collaborative Development:** Involvement of stakeholders, including customers, industry partners, and researchers, in the technology development process.

## Advantages:

- Higher likelihood of market acceptance due to alignment with user needs.
- Faster adoption rates as the product addresses existing problems.
- Reduced risk of investment since solutions are based on concrete demand.

## •Examples:

- Development of mobile health applications based on feedback from healthcare providers and patients.
- Smart home devices created to enhance user convenience as identified through market research.

**Coca-Cola** and its **Coca-Cola Zero Sugar**, using the **Need-Pull Approach** and incorporating aspects of intellectual property (IP):

Category	Details
Segmentation & Targeting	- Demographic: Individuals aged 18-40, health-conscious consumers, and those looking to reduce sugar intake
	- Geographic: Urban and suburban areas globally
	- Psychographic: Health-conscious individuals, fitness enthusiasts, and those who prioritize taste along with health
	- Behavioral: Consumers seeking low-calorie beverage options without compromising flavor.
Positioning	"Coca-Cola Zero Sugar: The great taste of Coca-Cola you love, now with zero sugar. Perfect for those who want to enjoy their favorite soda without the calories."
Meet Customer’s Needs	- Addresses the growing consumer demand for healthier beverage options with no sugar and zero calories while maintaining the classic Coca-Cola taste.
	- Appeals to consumers who enjoy soft drinks but are concerned about health and dietary impacts.
Differentiation by Invention/Inimitability by Patents	- Coca-Cola uses proprietary formulations and flavoring processes that are protected by trade secrets and trademarks, ensuring that Coca-Cola Zero Sugar offers a distinct taste that competitors cannot easily replicate.
	- Continuous innovation in product development and marketing strategies reinforces brand loyalty and maintains market position.
4Ps	
Product	- Coca-Cola Zero Sugar, available in various packaging (cans, bottles) and sizes
	- Sugar-free alternative to traditional Coca-Cola with a focus on great taste and refreshment.
Price	- Competitive pricing strategy aligning with other major soft drinks (around \$1-\$2 per can/bottle)
	- Frequent promotional pricing and multi-pack discounts to encourage trial and purchase.
Place	- Widely available in supermarkets, convenience stores, restaurants, and vending machines worldwide
	- Strong distribution network ensuring product availability in various retail channels.
Promotion	- Marketing campaigns focused on the product's taste and health benefits, using slogans like "Real Coca-Cola Taste, Zero Sugar"
	- Digital marketing efforts on social media platforms with influencer partnerships to reach target demographics
	- Engaging advertising (TV commercials, outdoor ads) that highlight product benefits and lifestyle integration.



# Technology-Push Approach for the commercialization of technology

A commercialization strategy where new technologies are developed based on innovative research and advancements, often without immediate market demand.

## Key Features:

- **Research-Driven:** Innovations stem from scientific research, engineering advancements, or technological breakthroughs.
- **Proactive Development:** Focus on creating products or solutions based on what is possible rather than existing market needs.
- **Intellectual Property Focus:** Emphasis on securing patents and other IP rights to protect innovations and create barriers to entry for competitors.

## Advantages:

- Potential to create entirely new markets and industries.
- Ability to leverage unique technologies to gain a competitive advantage.
- Increased revenue opportunities from licensing patents and IP.

## Examples:

- Development of new medical devices from university research leading to patent filings.
- Creation of AI-driven software tools based on advanced algorithms developed by tech companies.

## Tesla and its **Model S** electric vehicle (EV), using the **Technology-Push Approach**

Category	Details
Segmentation & Targeting	- Demographic: Environmentally conscious consumers, tech enthusiasts, and affluent individuals aged 30-55
	- Geographic: Urban areas, particularly in regions with EV incentives (e.g., California, Europe)
	- Psychographic: Innovation-driven consumers who prioritize sustainability and advanced technology
	- Behavioral: Early adopters of technology, individuals seeking high-performance vehicles.
Positioning	"Tesla Model S: The future of driving, combining cutting-edge technology with sustainable energy, offering an unmatched driving experience and zero emissions."
Meet Customer's Needs	- Addresses the need for high-performance electric vehicles with long-range capabilities and advanced features (e.g., autopilot, over-the-air software updates).
	- Provides a sustainable alternative to traditional combustion engines while delivering luxury and performance.
Differentiation by Invention/Inimitability by Patents	- Tesla holds numerous patents related to electric vehicle technology, battery management systems, and autonomous driving features, protecting its innovations from competitors.
	- Continuous investment in R&D and IP strategy helps Tesla maintain its leadership in the EV market and enhances brand loyalty.
4Ps	
Product	- Tesla Model S, featuring a high-capacity battery, long range (over 370 miles), autopilot capabilities, and a luxurious interior.
	- Regular software updates that enhance vehicle performance and features.
Price	- Premium pricing strategy starting around \$94,990, reflecting its luxury and advanced technology features
	- Financing options and incentives (e.g., federal tax credits) to encourage purchases.
Place	- Sold through Tesla's direct-to-consumer sales model via its website and branded showrooms
	- Availability in regions with robust EV infrastructure and charging networks.
Promotion	- Marketing campaigns focusing on innovation, sustainability, and superior performance (social media, digital ads)
	- Engaging customers through online platforms, test drive events, and referral programs
	- Public demonstrations of vehicle capabilities (e.g., track days, events) to showcase technology.

**Thank you!**