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King’s Business School

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| Module Title: | 19~20 SEM2 000001 MARKETING |
| Module Code:  (e.g. 4SSMN137) | 5SSMN212 |

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| Assignment (e.g. coursework 1 / group coursework etc.): | Group Essay |
| Essay Title (where applicable): |  |
| Module Leader: | Ilia Protopapa |
| Deadline: | 13th April 2020 |
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Mr. Daniel Barrington

King's College London

Faculty A&H Cover Sheet

Faculty-A&Hcsheet

**Introduction**

This paper will mainly analyse the current market strategy of the car manufacturing company: Skoda. Skoda is a Czech Republic car brand currently owned by Volkswagen. Other than its primary manufacturing plant in the Czech Republic, Skoda operates on a global scale with cars produced by several Volkswagen manufacturing plants in India, Russia and China (skoda-auto.com, 2020). Firstly, this paper will discuss external factors that may make selling factory ne Skoda cars difficult. Secondly, it will discuss the intensive competition Skoda faces. In addition, it will debate advantages and disadvantages of Skoda’s repositioning campaign in terms of business implications and execution through positioning maps. Studying the maps could provide insight into the perception of the brand in comparison to Skoda’s competitors and Skoda in the past. Finally, this paper will evaluate a communication activity that might attract more attention to Skoda. (add a line of conclusion)

**Business Context**

Agreeing with P. Baines et al. (2017) it is crucial to consider external factors that may influence Skoda’s market. These include political, economic, social-cultural, technological, environmental and legal aspects (PESTLE). The UK is experiencing changes nationally and internationally due to Brexit, hence the PESTLE approach was chosen.

**Pestle Analysis:**

**Political factors and Economic factors especially due to Brexit**

According to The Society of Motor Manufacturers and Traders Ltd (SMMT), without a “borderless” trade deal the UK car industry would lose 70 million sterling a day, since the EU covers 54.8% of automotive exports. In addition, the industry would lose a decade of progress due to WTO tariffs being imposed (SMMT.com and M Humphreys and D Munro, 2019). Nevertheless, the SMMT predict that with the “right” deal, a 20% growth in the automotive industry would occur. Skoda would be affected by this as their vehicles are primarily manufactured outside the UK as mentioned previously (skoda-auto.com, 2020). Tariffs would increase their models’ prices compared to competitors such as Honda, Nissan or Toyota which are manufactured within the UK. Furthermore, Volkswagen brands including Skoda are still recovering from the 2015 emission scandal giving an edge to competitors (SOURCE).

The KCL case study (2020) mentions a major factor to consider is the reduced growth in the automotive industry of the UK as of 2016. Owing to the “used car market” buyers can buy an “almost new car at a great price”. In accordance to this, income elasticity demand for used (cheaper) cars may be very elastic (JM Dargay, 2001). Meaning, people may have a willingness to purchase second-hand cars which would be pricier for a reduced price than a factory new one. Nonetheless, Skoda’s new 2019 SUV line-up was successful enough to open a new factory in Eastern Europe preparing for expansion.

**Socio-cultural factor**

According to the KCL case study (2020), previous Skoda campaigns appealed to 55-year old men who “who wanted a high-quality vehicle and […] saw themselves as a little quirky” - only encompassing a niche audience in car customers. The UK’s current population is ageing, meaning a larger percentage of the population is reaching the ages of 65 and above yearly (Ons.gov.uk, 2019). On one hand the niche audience is growing, on the other hand the population of the UK as a whole is also increasing. Changing their marketing strategy is a good option since Skoda would continue to forgo a large market of potential buyers otherwise. Another aspect is the income of the population. On average people earn 28000 sterling a year as of January 2020 (Ons.gov.uk, 2019). A factory new Skoda car ranges between 15000 and 40000 sterling, putting them on the affordable side. Skoda changed their strategy in their favour and targeted an audience of 25 to 35-year-olds (CampaignUK, 2005); buyers that have a demand for affordable cars with relatively good quality. Further information on this will be discussed below when discussing Skoda’s repositioning strategies.

**Technological and Environmental factor**

Starting 2019, as part of its “Strategy 2025”, Skoda is expanding to electro-mobility (electric driven vehicles instead of fossil fuel driven) (O. Gröger et al., 2015 and skoda-auto.com). Electro-mobility is increasing in popularity as there is a strong movement to lessen humanity’s negative impact on the environment (K. Green et al., 2013). As a result, Skoda could expand its consumer base to include advocates of this movement.

**Legal factor**

The UK government is facing pressure to address the increasing pollution from the automotive industry. As a result, a plan to ban all diesel and petrol run cars by 2032 was formed (Getting The Deal Through, 2019). As mentioned previously Skoda has started producing electric cars. Skoda’s popularity may rise as awareness of vehicle pollution and one’s environmental footprint is growing (TW Smith et al., 2013 and B Linden, 2019). However, Skoda might have to re-evaluate their pricing strategy as companies who have models that have been in the market longer and are top-tier in terms of electro mobility already exist. Two examples include Tesla’s model 3 (38,000 sterling) and the Hyundai Ioniq Electric for cheaper alternative at 21,000 sterling.

**Industry Context**

6A large aspect of the UK’s economy is based on trade in the automotive industry. Since Henry Ford produced large scale vehicles in (date) and banks financed these vehicles with private loans, the industry has been continuously growing. 6 9. Advances in technology push automotive brands to encourage originality so as to face constant competitive pressure, especially younger brands. 9 As a result, companies must appeal to a target audience. This is done through market segmentation as it allows them to examine changing demands of consumers.

Market segmentation allows automotive companies to find tailored marketing strategies that appeal to their target audiences needs and interests. The automotive market a 5315 billion US dollar industry, is built around market segments. Automotive brands create a diverse range of vehicles to adhere to the agreed market segments. The European Commission divides the automotive market into nine segments as follows: Sport coupès, sport utility, mini, small, medium, large, executive, luxury and multi-purpose cars (SOURCE).

Having this diversity within a market, has been said to be one of the reasons that the automotive sales jumped from 54.9 million units to (2015) to 77.7 million units in (2016) (SOURCE). The UK market is one of the most diverse with 44 different brands and 400 different models. Stating the necessity of variety in the automotive industry to have a competitive edge. The majority of automotive brands produce a range of vehicles that reflect these segments, but the segregating factor between the brands is the price. The average price of a passenger car for Mercedes is 46,633 Euros, whereas for Skoda 23,531 Euros. (What are you trying to say?)

22 Competitors with similar resources in a particular industry and pursuing the same or similar strategies are called the strategic group. Strategic group analysis is a useful strategic tool used to differentiate the competition levels of relevant companies. This analysis permits companies to utilize their assets effectively.22 20 Automotive companies in the same strategic group tend to give priority to the same segment. Considering this, it could be said that the closest competitors of Skoda are Kia and Nissan Hyundai. Nevertheless, two brands in the automotive industry can still come to compete for the same market even if they target different segments, making the sector highly competitve.20

Increased competition in the industry could be due to the increased pressure from governments such as the UK’s to reduce car pollution as mentioned in the previous section. Thereby, influencing Millennials and Generation Z buyers (Nielsen.com , 2018) to forsake fossil-fuelled cars. As such the automotive industry may be shrinking (Mckinsey, 2013). The automotive industry tried to adapt to changes in the market. The current restructuring is mainly aimed to prevent issues, namely: low productivity levels, high labour costs, increased labour regulations, high fixed costs, and excess capacity. Additionally, there is a significant drop in demand. Due to the aggressive competition, companies have also reduced prices to remain competitive long-term. This has had direct impacts on suppliers. The current surplus in the European market has led to a decrease in the workforce of citizens of the European Union in the industry. The automobile industry and the related supply chain are also globalizing. However, the demands differ sharply in the market. Due to increasing international competition, many brands will need to take much more stringent measures.

30. Innovation is key to ensure brands can be leaders among the competition and attract customers. 30 2 Consequently, electro-mobility has gained popularity due to its lessened impact on the environment, especially in congested cities, and its technological appeal 2. Although Skoda may have been lacking in this market, through its 2025 strategy mentioned in the above section 25 it is guaranteeing its survival by evolving and meeting growing consumer demands advocating eco-friendliness, 25 while adhering to UK government policies concerning air pollution. 11 Skoda’s newest strategy was a result of in-depth market analysis concerning the repositioning of their brand.

**Repositioning Strategy**

The positioning of a brand acts as its personality. As a result, it influences consumer’s perception of the brand, and is therefore an essential aspect to consider while attempting to increase customer attraction (Mishra & Choudhury, 2013) and in Skoda’s case, attract customers to increase sales. Repositioning a brand requires analysis on competition, market environment, consumer trends and the internal environment (Baines et al., 2017 and R Brooksbank, 1994). In addition, there are certain strategies companies adopt when repositioning their brand identity. Using the Ansoff matrix represented below and M. Karadeniz’s (2009) positioning analysis, we categorised the strategies into: Image repositioning, product repositioning, tangible repositioning and intangible repositioning.

A screenshot of a cell phone

Description automatically generated

Intangible Repositioning

Image Repositioning

Product Repositioning

Tangible Repositioning

**Figure 1.** Ansoff matrix adapted from KCL Management Lecture 4.

**Image and intangible repositioning:**

Image repositioning involves keeping the product and the target market unchanged but changing the image of the product. Intangible repositioning is where the same product is targeted to a different market. In the 1990’s Skoda aimed to broaden their consumer base using these strategies by attracting customers through the use of clever slogans such as: “Our drivers don’t go with the flow” and “They’re confident, self-assured and interesting”. Skoda successfully targeted a different market without product development as the KCL case study (2020) states this strategy generated an extra £18.5 million in revenue and decreased brand rejection from 60% to 42%. These slogans made customers feel as if they weren’t confident, self-assured or interesting unless they bought Skoda cars. In addition, Skoda’s use of image repositioning surrounded the brand name in an inspiring message. More specifically in 2017, using Sir Bradley Wiggins in their television advertisement to showcase struggles that Wiggins went through to achieve success and conveying the message to customers to embrace doing things differently.

The campaign also impacted Skoda’s internal environment as the message was embraced by employees with the conception of an internal manifesto 'The ŠKODA Difference' and the redesigning of their offices (SKODA case study KCL, 2020).

Another example of Skoda’s success implementing these two repositioning strategies was their “cake” campaign. It involved bakers manufacturing the Skoda Fabia as a life-sized cake. This advertisement was also directed at those who were more ‘quirky’. Being the 3rd most awarded campaign in 2008, it managed to increase their market share despite the recession that same year (SKODA case study KCL, 2020 and No piece of cake, 2007).

With respect to the intangible strategy, an important market to consider is the private hire sector and this strategy will be discussed as part of our communication item.

In the present, Skoda is using image repositioning to show the market their transition to electro-mobility. The “Enyaq” SUV is their first electric model. Its name has Irish origins meaning ‘source of life’, associating the model to a better life. (Skoda storyboard, n.d.). However, the electric SUV is not only an example of image repositioning but also of tangible repositioning.

**Tangible repositioning:**

Tangible repositioning consists of changing the product and the target market. With respect to Skoda, the launch of their SUV models targeted consumers looking for more eco-friendly cars and reach out to the younger population by creating more modern vehicles that are technologically advanced. Further discussion on this will be provided during the analysis of the perception maps in the next section. Furthermore, tangible repositioning is also demonstrated in their “strategy 2025” announced in 2019 which will contain Skoda’s largest investment as of yet in any program (2 billion euros) (ŠKODA Storyboard, 2018). It involves launching new electric vehicles and is expected to be successful due to rising popularity in reducing humans’ carbon footprint. Half of UK businesses are willing to invest in electric vehicles due to the fossil fuel ban by 2032 as mentioned in the PESTLE analysis (Ambrose, 2020). Skoda’s transition may promote their eco-friendly image alongside government plans, further attracting customers to their brand and remaining competitive in the market environment.

**Product repositioning:**

Product repositioning involves changing the product but maintaining the same market. Considering this, when a brand undergoes a positive transformation or releases new different products being unappealing to new markets is unlikely. In other words, product repositioning involves Skoda aiming to retain their current market as their new SUVs and electric cars are introduced into the markets. Choosing mainly to focus on the “Strategy 2025” in this part, and focusing on the SUVs in the next section (perceptual map). According to Thiel et al. (2012) in Europe of those aged 55-74 aver a third of them would buy and electric vehicle. Interestingly, the 65 and above age cohort seem to be willing to pay more for electric vehicles despite the 25-35 year olds having a higher interest (Kester et al. 2018). In addition, Bennett and Vijaygopal (2018) and Rezvani (2015) argue that the popularity of electro-mobility would be increased by marketing those products as technologically superior and comfortable as opposed to just environmentally friendly which is exactly how Skoda is marketing their 2025 strategy and why they have invested two billion euros into it ([https://europe.autonews.com](https://europe.autonews.com/)). With regards to their SUV models, Skoda’s “Driven by something different” campaign advertised their models as technologically advanced, comfortable and stylish in order to maintain appeal from the above 55 age group and gain appeal from the 25-35 year olds.

**Perceptual Map**

The Skoda SUV model “Kodiaq” was chosen as the main model to analyse in this section. This model was chosen as its 2017 commercial was aiming to change markets’ perception of Skoda in order to appeal to a larger audience. Which includes a younger audience (25-35 year olds), by making the Kodiaq a stylish and possibly one of the higher-tech SUVs on the market. (SOURCE) During the automotive slow down after 2016 (SKODA case study KCL, 2020) continuing through 2019 (J. Jolly, 2019) its marketing campaign and slogan “Driven by Something Different”, rejuvenated the brand and helped shape its consumer profile. Comprising of characteristics such as determined, confident and focused. (“Driven by Something Different” campaign manifesto)

Skoda strengthened its relationship with its customers by using the image of Sir Bradley Wiggins, as mentioned in the previous section. Using his story but also employing innovative technologies, which will be discussed further below, helped create a sense of loyalty trust between Skoda and its customers. On the perceptual map a shift in the horizontal axis age 55 and older to younger represents its success.

High-Tech

A picture containing game

Description automatically generatedA picture containing ball, building, room, table

Description automatically generatedA picture containing mirror, table

Description automatically generated

Low-Tech

Younger

Older

**Figure 2.** Perceptual map for Skoda and its main competitors in the UK, before 2017

High-Tech

A close up of a logo

Description automatically generatedA close up of a logo

Description automatically generatedA picture containing ball, building, room, table

Description automatically generatedA picture containing mirror, table

Description automatically generatedA close up of a sign

Description automatically generated

Low-Tech

Younger

Older

**Figure 3.** Perceptual map of Skoda in the UK, after 2017

**CRITERIA : technology used & age range of buyers**

As shown on the perceptual maps (Figures 2 and 3), brands were chosen to be classified by the technologies implemented in their cars (vertical axis) and by the average age of a buyer (horizontal axis). We chose these two categories as we believe they are good representation of the aspects Skoda was trying to target in its repositioning campaign according to the (SOURCE).

Skoda overcame the critical phases of the “used car market” by implementing new features, increasing performance. These features include a range of five engines, four-wheel drive and finally advanced powertrains that reduce fuel consumption and emissions. More specifically the novel Kodiaq not only also included 4x4 off-road travelling which attracted younger buyers looking for stylish, high-tech good value for price cars. It included emergency braking systems, hard steel exterior and a five star safety rating from the Euro NCAP (Skoda auto, 2020) which made it more attractive to families.

**Competitors**

In the UK, Skoda’s competition include Ford, KIA, Citroen, Honda, Renault, Toyota, Nissan, Ford, Peugot and its in-house opponents: Seat and Volkswagen. With the Kodiaq, Skoda entered the competitive market of premium SUVs. The rivals discussed and presented on the map are only those brands that also produce sport-utility vehicles. Advancing technologically helped Skoda stay competitive in the market, although its sales fluctuated (SOURCE). Kodiaq’s closest challengers are the Nissan X-Trail and Kia Sorrento. While their exterior designs are similar, the Kodiaq is by far the most comfortable and most well-equipped. Prices differ slightly (by at most £7000), with Kia’s alternative being the most expensive, and Skoda’s classified as the cheapest. The Sorrento is the fastest and most fuel-consuming, while the Kodiaq has low fuel consumption ([www.businesscar.co.uk](http://www.businesscar.co.uk), n.d.) making it relatively eco-friendly. Finally the X-Trail is the best option environmentally because of advanced technology so it is positioned high on the y-axis. However, Skoda is offering the best value for price as they also provide life-time guarantee and services (Autocar, n.d.). In addition, the Kodiaq’s price undercuts the luxury tax. Resulting in the younger generation preferring it to its cousins because of all these reasons the Kodiaq transitioned to its new location on the perceptual map.

It is important to mention that Skoda was not the only brand to create a novel marketing strategy due to the “used car market” crisis. Competitors also found innovative solutions. Toyota’s 2017 campaign “Mobility for all” involved cycling just as Skoda’s. In an attempt to draw the attention of younger audiences. Nissan used the start of the Premier League from that same year (Campaignlive.co.uk. 2017). Skoda and its competitors were targeting the younger drivers in this competitive market by aligning their designs to consumer trends at the time - technologically advanced and stylish. To conclude, the 2017 campaign managed to achieve its main goal, which was to appeal to younger consumers through a new model.

**Conclusion**

When analysing the product repositioning strategy it is important to note that the studies provided were on Europe as a whole and not the UK specifically due to limited information on this topic specific to the UK.

**Developed communication Item**

We have decided to create a communication item for the Skoda Kodiaq, that was focused on in the repositioning analysis. Since the car is aiming to reposition the customer perceptions, the method that the consumer understands the change is through communication items, such as Tv adverts. The case study displayed a clear pattern, through all thee marketing campaign’s, which was the concept of “being different” or “quirky” and “high quality vehicles”. Therefore, within the analysis of the communication methods it is critical to see how effectively these concepts can be portrayed and meet the positioning map.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Product | Target audience | Communication objectives | Message | Media | Message Source |
| Skoda Kodiaq | Generation Y and Generation Z. The adverts will be placed on channels that have large audiences for the specified generations. | Skoda car are for people who like to be different from the crowd and endorse the idea of being quirky and for the young. | Skoda has a new car that is only for the “daring”. The message will be “Dare to be different”. | YouTube advert | Skoda |
| Skoda Kodiaq | This would target the global followers of the influencers picked, which in most case come under Generation Z. | Influencers influence people’s decision making and opinions. Therefore, having a social media influencer present and promote the new Kodiaq, it will bring a larger younger audience to the Skoda itself. | The message will be aimed to express how Skoda deeply care about being different.  “We care about being different”, but also show how technologically advance it is. | Social media influencer | Skoda |
| Skoda Kodiaq | This would target anyone that is walking past and within the area. However, the billboard itself would be presented to appeal to Generation Z and Y. | By exposing people to the brand and having a memorable advert, it can embed the Skoda name into people’s heads. | Taking inspiration from older Skoda adverts this one would show how plain and expensive a competitor’s car is, and then show the Kodiaq and show all the colours the car is available in and show the words, “how about this for a first car?” | Billboards- Piccadilly circus | Skoda |
| Skoda Kodiaq | This is mainly aimed at generation both Generation Z and Y, who are following self-help podcast. | People who follow these self-help podcasts, change their lives according to what they are told and value the speaker’s opinion highly. We can have the speaker provide exposure to Skoda and present the idea of a affordable, high-tech and reliable car. | “If you’re looking for a new affordable reliable car for an upgrade or even as a first new car, why not consider Skoda who have been creating cars for people like us”. The use of the word. “us”, will provide a sense of unity. | Podcast sponsorships | Skoda |
| Skoda  Kodiaq | This would mainly be targeted at generation Y. As they would be more likely to spend their time playing these “addictive” mini games. (Kleinschmit, 2019) | By creating a small addictive game, it will help to build brand recognition increase exposure to the company. | It will be a small mini game, in which the person is driving Skoda cars In a straight line and trying to avoid any oncoming traffic. | Game | Skoda |

**Further Analysis -**

**YouTube Advert**

After conducting research, it became clear that not a lot of the users watch the adverts. One research showed that only 30% of users watched the adds (Fisher, 2011). This shows that even though the platform might provide us with the right audience base, the amount of exposure required might be varied and unreliable.

**Social Media Influencer**

By using famous internet celebrities, the advert will be able to generate a lot more attention and by the use of influencers, we can create a desire for the product. For example, Jeffery Star, who is a makeup artist and had no experience in selling makeup, was able to generate $100 million in sales annually through the development of his online fan base (Dommu, 2018). This is a clear example of how a following of 17.4 million people can lead these influencers to change the norm of society and lead them to try new companies and brands, which they might not consider before. With ŠKODA having the backing from an influencer or Youtuber, it would help to attract a broader younger audience and allow them to see ŠKODA in a new light. Therefore, this would be a very effective method of communicating Skoda cars.

**Billboard** A red car

Description automatically generatedA car parked in a parking lot

Description automatically generated

On London’s busiest underground days recorded 4,735,000 people travel through London’s tubes. One of the most famous locations is Piccadilly Circus. Being one of the prime locations in central London, it would be able to gain a lot of the exposure that would be needed. The billboard will be played on the Piccadilly Circus screens and be a gif that will cut between these two scenes. The main aim is to show how versatile the car is but also gain interest. A vast young audience would not consider being able to afford a car like this, and therefore it will gain their attention. However, the selection of colours is to show how it can be customized to choose and meet the customer’s needs. The design is said to be one of the aspects that a younger audience look for when purchasing a car (Jupp, 2018).

**Podcast product endorsement- Jay Shetty**

Jay Shetty runs a “health and fitness” podcast that is aimed for all ages and named “On purpose with Jay Shetty”. He runs these podcast on all platforms, such as YouTube, Spotify and Apple music. Therefore, the scope and growth of exposure that can be gained is immense. With over 3.31 million subscribers on YouTube, he provides a platform that helps people to think about their life and decisions. This creates a very personal and eye-opening environment that can be used, to help people gain a better understanding of Skoda cars. By demonstrating “value over price” and making a “friend”, within the podcast it will create a selling position for Skoda and help to gain attention for their cars (Phibbs, 2014). However, the podcast industry is still growing and gaining attention. With the focus on health and fitness a lot of the audience is also environmentally conscience and are trying to refrain from the usage of cars in general.

**Game Idea- Visual** - <https://www.youtube.com/watch?v=jMFtsgvcwyI>

A person driving a car

Description automatically generated  
This is a screenshot from a current game to give an idea of the game concept. You will be in the driver seat of the car and be able to present and show all the technological features of the car through a first-person perspective. The mobile game industry is a $2.2 billion-dollar industry and growing, which is promising for gaining exposure (Dobrilova, 2019). However, upon further analysis Generation Y are more likely to play branded games, which means that a large portion of the audience might not consider pressing download. (Kleinschmit, 2019). To ensure that we are meeting the age range of 25-35-year olds, even though this idea had promising scope, providing people a reason to download the app will difficult with most people attracted to download games from known brands.

Final Developed Idea – Facebook Advert

For the final developed idea, we decided to incorporate ideas from all the researched methods to help create an idea that would effectively target the audience that we required and be able to ensure that the audience would be exposed to the communication method.

Firstly, we decided to pick Facebook as our platform to have for our communicated idea. Facebook is the largest social media platform with approximately 2.4 billion users worldwide, it is a platform connecting more than roughly ¼ of the world (Clement, 2020; Hutchinson, 2020). 84% of Facebooks online users are between the ages of 18-29, which falls perfectly between the age group discussed in the repositioning and the targeted age group (Aslam, 2020).

Presenting an ideal stage to present an advertisement and be able to appeal to our target market.

The advert will be split into 3 main sections each targeting their own main key phrases/words. The first would be “quirky” and being “different”. The second will be focused on “high quality vehicles” and technological features of the car. The last part will focus on the environmental factors of the car.

Section One - Quirky

For this section, we decided to pick influencers/Youtubers that were known for their originality and celebrated their differences. Therefore, as shown in the analysis before we decided to go with Jeffery Star (mentioned in influencer analysis) and David Dobrik. David Dobirk has 16.7 million subscribers on YouTube and has given away cars to his friends on many occasions, which has become a common aspect of his channel and therefore his audience will be familiar with this concept. The use of these famous figures will gain the attention of their viewers who fit our demographic of generation Y and even Z. Furthermore, since influencers can be said to dictate the buying behaviours of their audience, this will allow Skoda to gain the interest of the younger audience.

The advert will present David Dobrik giving the car way to Jeffery Star and him customizing the car to his preference. This will present the idea of being unique and being able to make the car feel different to other cars. The scene will also show all the other colour that the car is also available in and then transition into the next scene. The words” dare to be different” will also be shown on the screen during this.

Section Two – High Quality and Environmentally friendly

From Maslow's Hierarchy of needs we can see that “Safety” is the foundation of human needs and you can only attain “love and belonging” if you feel safe (Mcleod, 2020). For cars their Safety and reliability go hand in hand and therefore ensuring that this concept is portrayed within the advert is key. Especially with generation Z, who may have kids and families.

The use of Jay Shetty in the podcast is to help people gain trust in the advertisement. Therefore, within this scene to reiterate the concept of high-quality cars, we decided to use a public figure whose opinion is highly valued. Jay Shetty podcast can be said to have aspects of “self-help” and a lot of the audience have a sense of trust in his view and opinion on the world and life. Therefore, his association with the brand can be seen as a sign of reliability and help gain peoples trust in the car brand.

This scene will show Jay Shetty driving the car and he will be saying “Environmentally and reliable,”, “perfect start to your new life”. This will then show Jay driving away in the city. The choice of the city was to show a more familiar environment for where the car is most likely to be driven. This will then transition into the next scene.

Section 3- Technology

The last scene will mainly be focusing on technology. The repositioning map showed how the age and technological advancements of the car went hand in hand and therefore portraying this in the advert is deemed essential. Research shows the “Connectivity and design” are the key features that appeal to a younger audience base. (Jupp, 2018) The advert will have an inside view of the on-board multifunction display and show the connectivity options with a handheld device. Furthermore, showing the full capability of the speakers as well. Generation Z are said to be more technologically advance and therefore this will aim to appeal to them (Dimock, 2019). The scene will also have a voice over that will say “stay connected” and the scene will end with a front-end view of the Skoda Kodiaq.

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**Log of Group Meetings**

|  |  |
| --- | --- |
| **Students’ Names** |  |
| **Group Name:** |  |

**Meeting 1**

|  |  |
| --- | --- |
| Date of the Meeting |  |
| Participants |  |

|  |  |  |
| --- | --- | --- |
| **Issues Discussed** | **Actions** | **Group Member(s) Responsible** |
|  |  |  |

**Meeting 2**

|  |  |
| --- | --- |
| Date of the Meeting |  |
| Participants |  |

|  |  |  |
| --- | --- | --- |
| **Issues Discussed** | **Actions** | **Group Member(s) Responsible** |
|  |  |  |

**Meeting 3**

|  |  |
| --- | --- |
| Date of the Meeting |  |
| Participants |  |

|  |  |  |
| --- | --- | --- |
| **Issues Discussed** | **Feedback from module tutor** | **Follow-up actions required** |
|  |  |  |

**Meeting 4**

|  |  |
| --- | --- |
| Date of the Meeting |  |
| Participants |  |

|  |  |  |
| --- | --- | --- |
| **Issues Discussed** | **Actions** | **Group Member(s) Responsible** |
|  |  |  |

**Meeting 5**

|  |  |
| --- | --- |
| Date of the Meeting |  |
| Participants |  |

|  |  |  |
| --- | --- | --- |
| **Issues Discussed** | **Actions** | **Group Member(s) Responsible** |
|  |  |  |

**Guidelines:**

* Please provide a brief summary of each meeting including issues discussed, follow-up actions and group member(s) responsible for implementing the agreed actions;
* Summary of issues discussed and actions can be in bullet-points format.

|  |
| --- |
| **Participation Report**  **Module Title/Code: 5SSMN212** |

|  |
| --- |
| **Instructions:** complete this form and submit by 13**th APRIL 2020 10:00am** |

|  |  |  |
| --- | --- | --- |
| **Full Name** | **Specify which section/s of this assignment you have contributed to / edited – (e.g. specify section title, page/slide numbers etc.) and/or which tasks you have performed to complete the work** | **Signature and Date** |
| William | * Introduction * Business context * Conclusion * Edited everything | **Sign:** |
| Ezgi | Industry Context | **Sign:** |
| Kush | Repositioning strategy | **Sign:** |
| Ligia | Positioning Map | **Sign:** |
| Fawad Naseer | Communication Item | **Sign:** |
|  |  | **Sign:** |