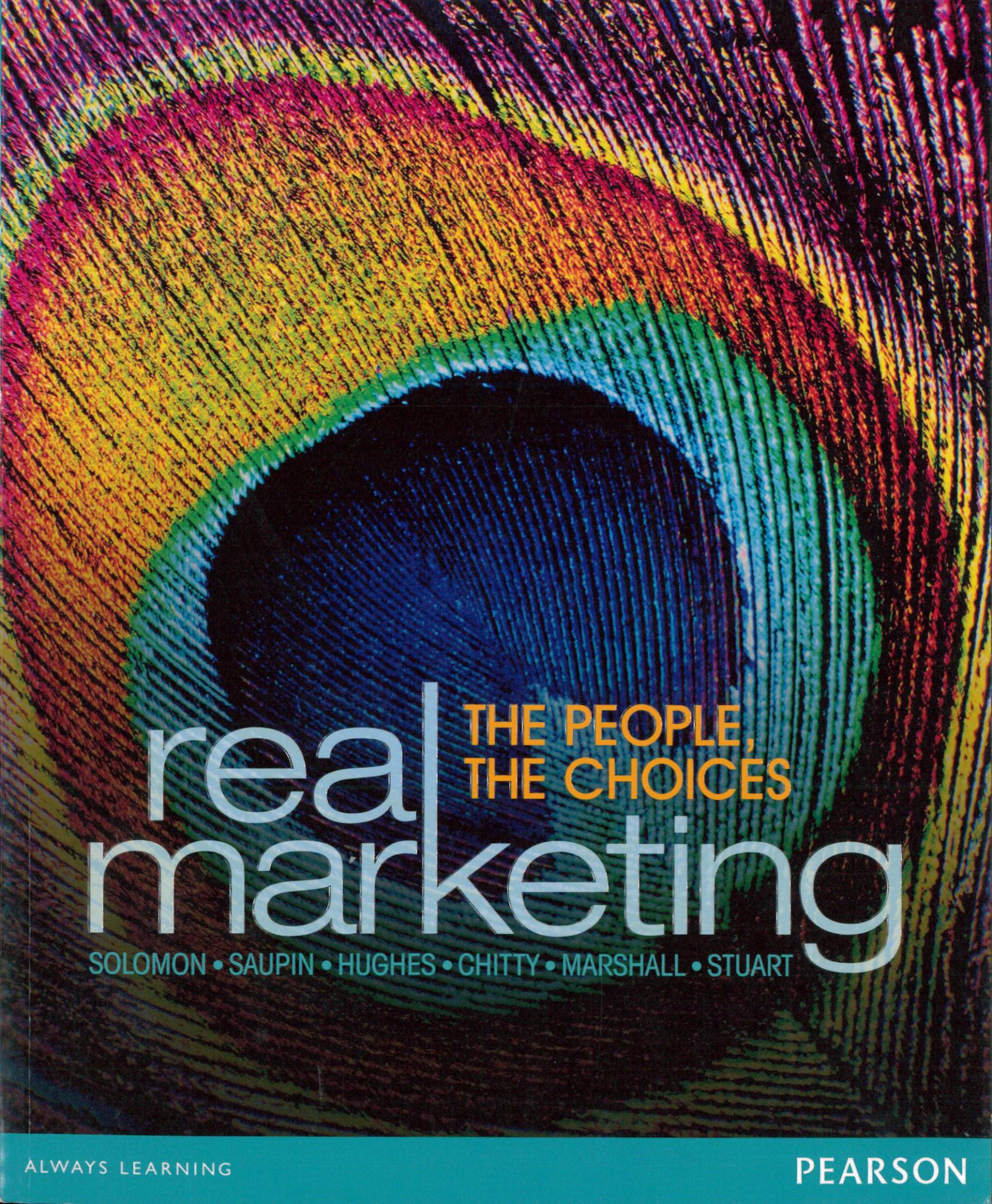




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# **READING FOR: BZ103 INTRODUCTION TO MARKETING**

**DETAIL OF READING:** Solomon, M., Saupin, M., Hughes, A., Chitty, B., Marshall, G., Stuart, E., (2012). Real marketing: The people, the choices. Frenchs Forest, NSW: Pearson Australia. (pp. 148-150)



# real marketing

THE PEOPLE,  
THE CHOICES

SOLOMON • SAUPIN • HUGHES • CHITTY • MARSHALL • STUART

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## ► Real people, real surfers: Exploring the web

Congratulations! You have just won a small-business start-up grant of \$10 000 from the government. You decide to set up a website selling coffee products and associated merchandise such as cups. As part of this process you need to find companies that specialise in the following products to help you:

- Business banking
- Coffee bean supplies
- Secure online transactions and data storage.

Using only the internet in your search, find three companies that specialise in each product that could sell to you where you are. Then answer the following questions:

- 1 How easy was it to find the three companies in each category?
- 2 In each category, which website is the easiest to navigate, and why? Which website is the more innovative and attractive, and why? Which website did you feel you learned something from after visiting the site?
- 3 Which is your preferred supplier? Describe the reasons behind your decision from a business buyer perspective.

## ► Marketing plan exercise

When developing a marketing plan, attention must be paid to consumer behaviour—especially what motivates consumers to buy. This is because, based on the marketing plan, a substantial investment will be made in various approaches to influence consumers to purchase a company's products over those of its competitors.

- 1 How does consumers' level of involvement with a product affect the way the marketing plan supports that product?

- 2 What can marketers do to help ensure that there is a more favourable postpurchase evaluation of a product? How might this be built into the marketing plan?
- 3 Consider the various social influences on consumer behaviour discussed in this chapter. In planning for the future, how might knowledge of these factors' influence on a product or service impact the marketing plan?

### **MARKETING-IN-ACTION CASE ▶**

#### The tween market

Engaging pre-teens is a challenge for advertisers. Not because, as doomsayers predict, young people have stopped using traditional media, but because fragmentation and advances in technology facilitate more choice than ever before. A big difference between pre-teens and older generations is their ability to exploit media through technological mastery. Using Microsoft's MSN messenger while watching television and playing a mobile game is not multitasking for Generation Z. It is part of everyday life.

'They are the first truly global generation and are the first to be born into a world with the internet—they don't know a world without Google, Facebook, MySpace, Wikipedia, Hotmail, Gmail and iTunes,' says Kristy Bloore, research director at Nickelodeon. According to Roy Morgan's *Young Australians Survey* there are 2.3 million six- to 13-year-olds, which is 10% of the total population. To gain insight into the sector, Pacific Magazines recently commissioned its second Tween Tracker survey—research



based on the views of 1200 six- to 12-year-old boys and girls.

'You can't understand what media kids are using, or their habits, until you understand their lives and what's important to them,' says Miriam Condon, director of strategy and planning, Pacific Magazines. The study revealed 67% of tween respondents own an iPod, 64% own a mobile phone and 44% have a profile on Facebook. The activities tweens most enjoy include: reading magazines (70%), followed by reading books (69%), listening to music (67%), watching TV (61%) and cooking (59%).

Yet, according to the same study, in a typical week the respondents spent more than 14 hours watching television, just over seven hours online, yet little more than two hours reading magazines. Such results come as no surprise to Zoe Eaton, associate director of PR and marketing for the Cartoon Network. Eaton, drawing on the network's 2009 New Generation study which gained the insights of 2568 children ranging from seven to 14 years old, says 95% of kids tune in to more than 17 hours of television each week. 'Television is still the dominant leisure activity for young people,' she says.

Roy Morgan's *Young Australians Survey* confirms the dominance of television. According to the study which is weighted to the population, 98.1% of six- to 13-year-olds said they had watched television in the week prior, 86.3% had used the internet in the last month, 68.7% had been to the cinema in the last three months, whilst 43.6% had read a magazine from the tween-oriented list provided.

For traditional media owners, content creation and integration is a vital part of engaging young people, as the clever use of online, social networking and digital solutions is a way to win back waning TV audience numbers. The Cartoon Network's research found 50% of children use the

internet every day, mainly for leisure activities. Gaming is an area that resonates with young people. According to the Interactive Games and Entertainment Association, 68% of Australians play video and computer games—rivaling the popularity of watching television or surfing the net.

Edward Fong, managing director of computer game publisher and developer Ubisoft, says that, unlike in the past, gaming is no longer a single player experience. Due to this shift online, social gaming is coming into its own and children are the ones leading the charge. Disney's Club Penguin—a virtual world with an emphasis on safety—where children play games and interact with friends in the guise of penguin avatars, is a good example. 'Club Penguin is one of the largest and fastest-growing virtual worlds for children,' says Robb Beeston, head of Disney online studios, Asia Pacific.

Social gaming is also popular with pre-teens, tapping into their need to be connected and part of a wider group. Market researcher eMarketer estimates that advertisers will spend \$220m worldwide to advertise in social games and social applications this year, up from \$183m last year. The phenomena is headed up by the likes of Farmville, a virtual farm game available on Facebook and as an application on iPhone, iPod Touch and iPad along with Microsoft's online gaming site, MSN Games.

Media owners such as Cartoon Network and Nickelodeon have already invested significant amounts updating their online presence, and gaming and virtual rewards feature strongly. Not only do Nickelodeon and Cartoon Network make their shows downloadable on iTunes, recent series, such as *Camp Orange: Castle Mountain*, also offer the audience a chance to interact with the show across other platforms. For example, the *Camp Orange* strategy provided an 'access all areas pass' where kids were invited to audition, watch, chat, enter competitions, support the teams, share a joke with hosts and collect and share in the behind the scenes action of the show. And taking integration to the next level, Nickelodeon is soon to launch a local version of *House of Anubis*, a transmedia-style series that encourages viewers to follow the program across multiple media channels and rewards discoveries made across various platforms. The show has already proved a hit in the Netherlands and Germany and the network is hoping Australia's Generation Zs will follow suit.

Overall, the media owners evolving best are those no longer creating just magazine titles or shows, but brands, with associated extensions such as online games, toys, CDs, books, and events such as Nickelodeon's Kid's Choice Awards,

as well as sponsorships, such as *Total Girl's* weekly segment on Boomerang TV. Advertisers hoping to reach pre-teens face the dilemma of how to connect in a meaningful way with an audience which is savvy, has a short attention span and likes to juggle several media channels at once.

**Source:** Adapted from Tanya Ryan-Segger (2010), 'Targeting the tween', *B&T*, September. <[www.bandt.com.au](http://www.bandt.com.au)>.

### Things to think about

- 1 After reading the case study 'The tween market', who are tweens?
- 2 Describe the psychographic behaviours of the tween market.
- 3 Why is it important for marketers to understand the behaviours of the tween market?
- 4 How can television network companies benefit from targeting the tween market?

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