Breathe Right – Video Case Study

Mariam Aziz

05/05/2012

Professor Mickeal Donald

**Breathe Right – Video Case Study**

First CNS has developed a product that is FDA approved and truly works; a product that is well-designed sales itself very easily. In addition, CNS tries to market its product to middle aged people as well as kids. However, they have received positive free advertisement by athletes and celebrities wearing their products without any initial endorsements. In United States, Jerry Rice a 49er wide receiver started wearing the product because it works.  In Korea, Korean rapper started wearing the product because it works and decided to present it to the media to make a fashion statement. In Europe, Italian motocross racer wore the product during races. He just happens to lose the two races that he didn't wear the product.  CNS has market presences in all global market without much initial advertisement and marketing. By having local celebrities "endorse" their product the company has an easier ability to gain market share.  Because of this, the brand equity rises and gains more credibility.

CNS has a global brand image and they rely on local distributors and marketers to create a strong brand image in global markets.  In Europe, local distributors have educated pharmacies how to create brand image and present the product to the users. They have displayed signed outside of stores and also inside on counters. With having athletes and celebrities wear the product also creates brand image nationally and globally.

CNS has to approach each market differently. In the United States, the breath right packaging is dark blue, which relates to good night sleep. However, in Europe and Asia the packaging is a lighter color as consumers relate to lighter colors better since it symbolizes lightness and fresh air.  CNS needs to analyze New Zealand consumer behavior through primary and secondary research and determine consumer reaction to the product.  However, CNS may have a local celebrity or athlete that uses the product such as rugby players. This can also ease the company's product introduction. Some similarities can be that since athletes use the product, CNS can endorse them as well. Also, from what they have learned from the European market, CNS can introduce a lighter packaging.

In Conclusion, product introduction in any market requires some sort of initial market research and endorsement. However, CNS can learn from their previous marketing experiences to have a stronger initial impact on consumers.