

# ABOUT MARKETING

Epita Engineering School



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# WHAT IS MARKETING?

## COURSE 2

Group Workshop Briefing  
70% of the grade  
(MCQ final 30%)



reminder

# Group Workshop Briefing

1- Form Groups of 6

2- Topic: prepare the launch strategy for a new brand of your choice in the French marketplace

3- Deliverable : a powerpoint which includes the following points

- Which product ? Explanations, arguments and thinking
- Which targets / target segments ? Explanations, arguments and thinking
- Which promise? Which value proposition?
- Pricing strategy?
- Road to market?
- Communication? Concept and campaigns

# CONTENT MARKETING THAT SELLS

<https://copyblogger.com/sales-pages/>

Good advertising sells

And bad advertising kills your product

The killer and the poet metaphor- David Ogilvy

# CONTENT MARKETING THAT SELLS

The example of advertising as a kickstarter to conversation building....

The killer and the poet metaphor- David Ogilvy

« Good advertising sells »

« And bad advertising kills your product »

# CONTENT MARKETING THAT SELLS

The killer and the poet metaphor- David Ogilvy

## QUOTE

« Most good copywriters fall into two categories. Poets. And killers. Poets see an ad as an end. Killers as a means to an end. »

« If you are both killer and poet, you get rich »

« When I write an advertisement, I don't want you to tell me that you find it 'creative.' I want you to find it so interesting that you *buy the product* »

# CONTENT MARKETING THAT SELLS

The killer and the poet metaphor- David Ogilvy

« So when we talk about being a poet and a killer, what does that mean? It's simple -- we're talking about a person who is both creative and strategic. »

Writers:

« They're not interested in art, at least not when it comes to marketing. They're interested in results, which means *sales*. »

Strategy = “a plan of action designed to achieve an overall aim.”

When it comes to content *marketing*, it implies that there is a business objective to attain



# CONTENT MARKETING THAT SELLS

Content is the key to attracting an audience. And it's the *audience* that provides the winning difference that leads to more sales and profits.

But not all content are created equal.

That's why creative writers -- the *poets* -- are indispensable to digital marketing that works.

You need a strategic element as well. You (or your client) must become a leader in a relevant movement, where the marketer guides the audience to advance shared ideas and aspirations.

# CONTENT MARKETING THAT SELLS

Some people call that thought leadership, and whether you like the term or not, it's definitely an exercise in *leading* your prospects toward success

Today, it takes the intersection of creativity, strategy, and technology -- a hybrid of poet, killer, and machine -- to pull it off

No one can make a killer into a poet. It's just beyond your control

The way you become a writer, and eventually a great writer, is to *write*.

If the desire to write isn't there, you're going to have to learn to work well with creative writers to execute on your strategic vision

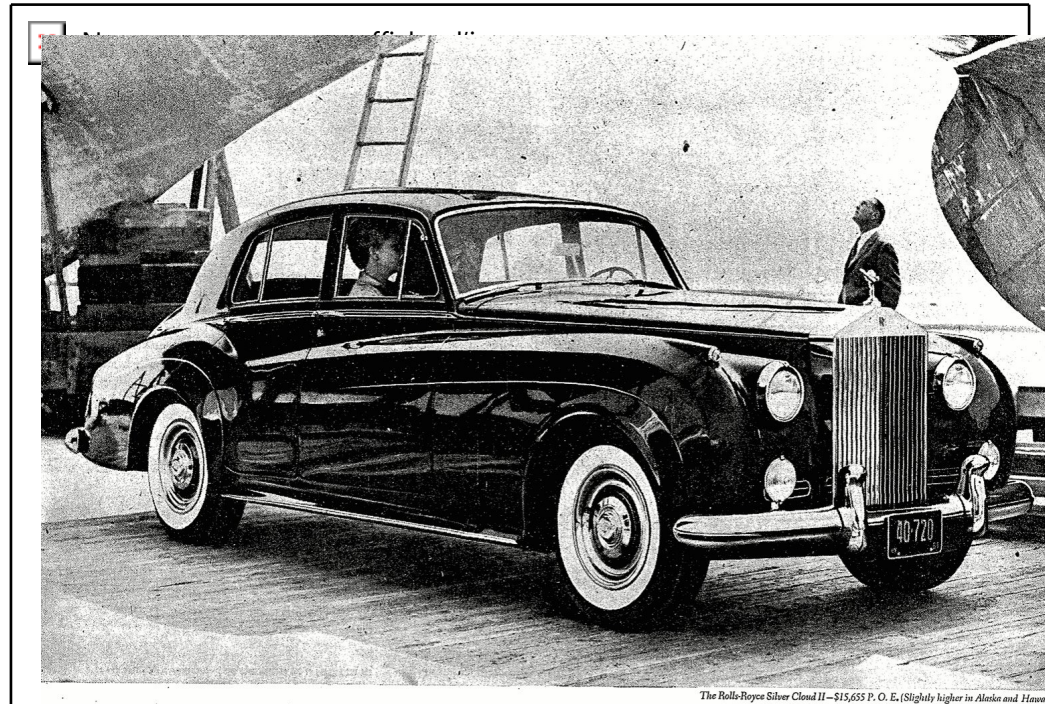
# CONTENT MARKETING THAT SELLS

But the science of content marketing is to help poets become killers

And to master the art of selling

# CONTENT MARKETING THAT SELLS

And ad that made David Ogilvy famous worldwide



*The Rolls-Royce Silver Cloud II—\$15,655 P. O. E. (Slightly higher in Alaska and Hawaii.)*

“At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock”

*What makes Rolls-Royce the best car in the world? “There is really no magic about it—it is merely patient attention to detail,” says an eminent Rolls-Royce engineer.*

1. “At 60 miles an hour the loudest noise comes from the electric clock,” reports the Technical Editor of *THE MOTOR*. The silence inside the car is uncanny. Three exhaust mufflers tune out sound frequencies—acoustically.

2. Every Rolls-Royce engine is run for four hours at full throttle before installation, and each car is extensively test-driven over varying road surfaces. Every Rolls-Royce has its “History Book”—an eleven-page

5. The new eight-cylinder aluminium engine is even more powerful than the previous six-cylinder unit, yet it weighs *ten pounds less*. It accelerates from zero to 60 miles an hour in 11.4 seconds. (ROAD AND TRACK test report.)

6. The coachwork is given as many as *nine coats* of finishing paint—*hand rubbed*.

7. Every Rolls-Royce takes the “Monsoon Test.” Windows are rolled up and the car is rained with water

12. The engine cooling fan is *lopsided*. Its five blades are unequally spaced and pitched to take thick and thin slices of air. Thus it does its work in a *whisper*. The company goes to fantastic lengths to ensure peace and quiet for the occupants of the car.

13. There are *three independent* brake linkages. The Rolls-Royce is a very safe car—and also a very responsive and *lively* car. It cruises serenely at eighty-five. Top speed is in excess of 100 m.p.h.

The Bentley costs \$300 less, because its radiator is simpler to make. People who feel diffident about driving a Rolls-Royce can buy a Bentley.



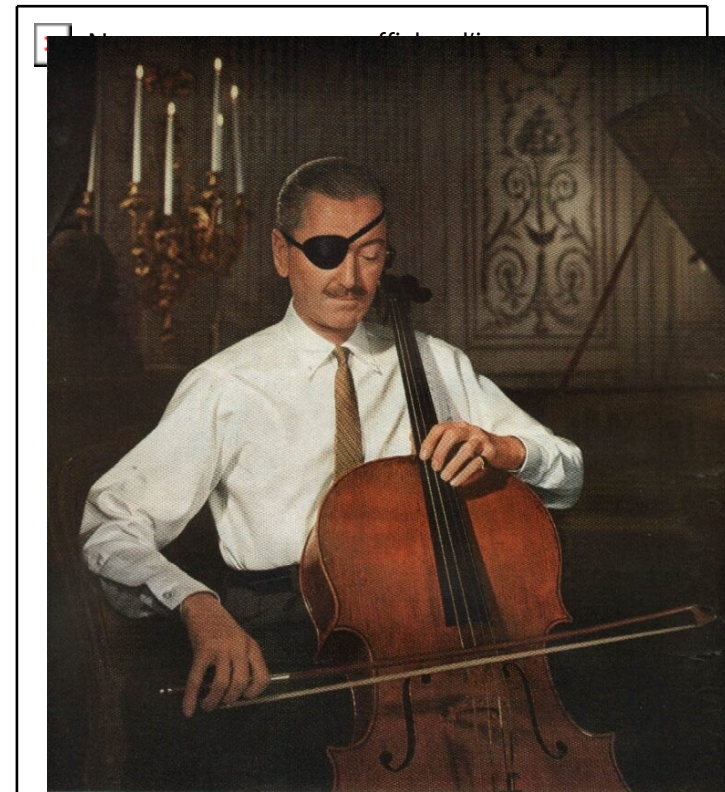
# CONTENT MARKETING THAT SELLS

Hathaway shirt

The campaign that REALLY made David Ogilvy famous, soon to become an advertising legend



The man in the Hathaway shirt



Hathaway introduces the first Sea Island Oxford

FROM a few tiny Caribbean islands comes this cotton which looks like silk. It is called "Sea Island," and grows on St. Vincent, Antigua, St. Kitts, Montserrat, Nevis and Barbados. The secret of Sea Island is that its fibers are about three times as long as ordinary cotton. This explains its *luster and strength*. Only four hundred holes are picked each year and Hathaway buys the lion's share. The Sylex Sea Island yarn you see in this shirt, is spun by Thomas Oliver & Sons and woven by Ashton Brothers—two of the finest mills in England. The result is the world's first Sea Island Oxford. "It tailors like linen and drapes like satin." High praise from our laconic cutter. Go to the best store in town and ask to see this remarkable new Hathaway. The price is \$15.95. Or write C. F. Hathaway, Waterville, Maine.



# CONTENT MARKETING THAT SELLS

David Ogilvy

"For some reason I've never known, it made Hathaway instantly famous. Perhaps, more to the point, it made me instantly famous."



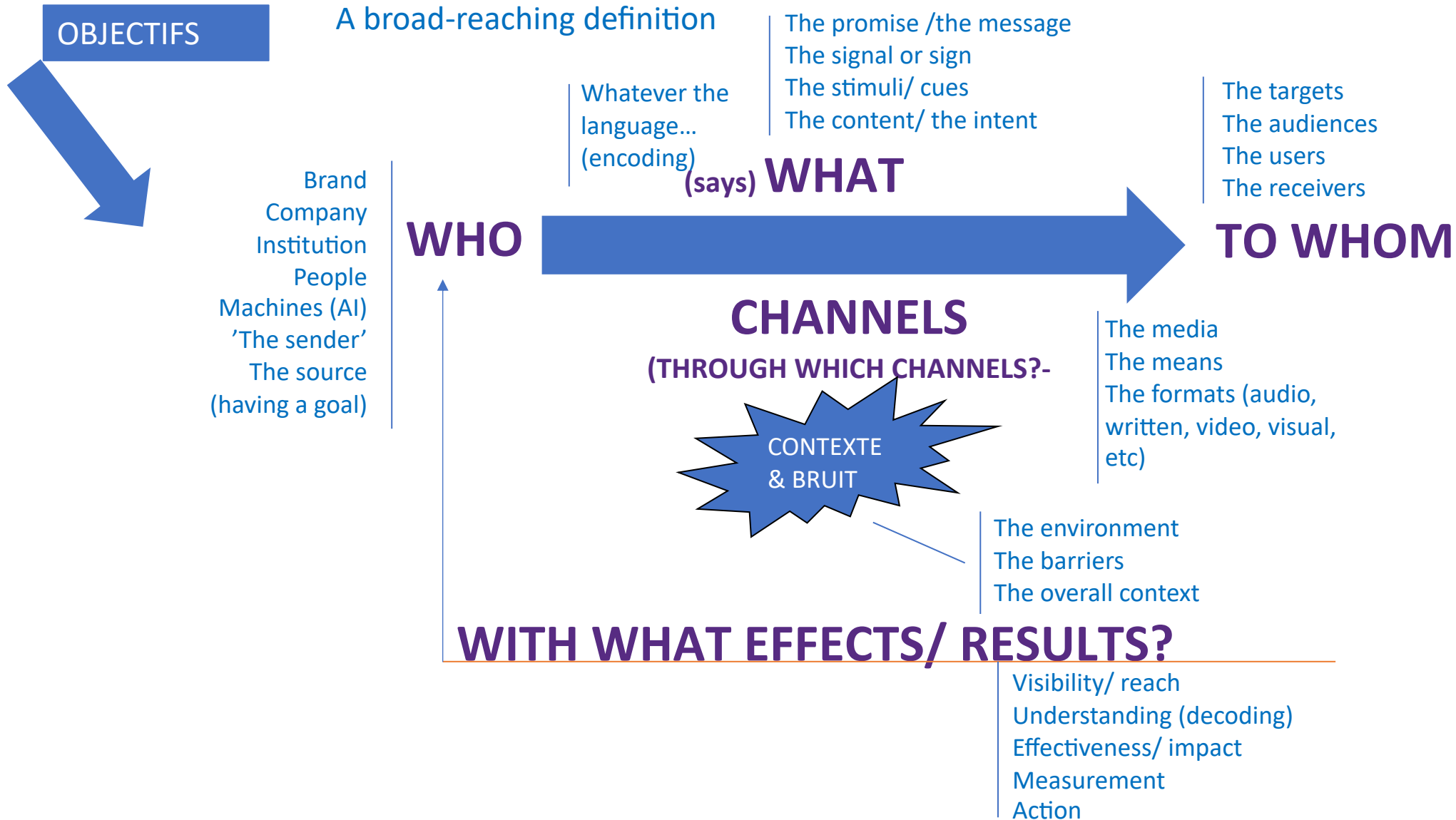
# CONTENT MARKETING THAT SELLS

## Learning

Putting the brand on the radar

**BE UNFORGETTABLE!**

# MARKETING COMMUNICATION MODEL





# JENNYFER CASE STUDY

## EFFIE AWARDS 2020 : "THE JENNYFER BRAND PIVOTS ITS STRATEGY AND GIVES THE COMPANY A NEW START "

**BACKGROUND:** The Jennyfer brand is on the verge of collapsing, a new CEO steps in

After being a star business in the 90s , its market share has gradually declined  
Down to the 15th position in ladies fashion wear.

**KEY goal:** to put back the Jennyfer brand onto the mental map of female teenagers  
And to recruit new customers

## EFFIE AWARDS 2020 : "THE JENNYFER BRAND PIVOTS ITS STRATEGY AND GIVES THE COMPANY A NEW START "

### **Competitive analysis**

The competitive landscape has gone upside down

The Jennyfer brand products are undifferentiated  
Is perceived as a Has Been  
Drives teen agers away

## EFFIE AWARDS 2020 : "THE JENNYFER BRAND PIVOTS ITS STRATEGY AND GIVES THE COMPANY A NEW START "

### **Problem to solve**

In order to recruit new customers, the brand needs to redefine an attractive identity  
To be cool again  
But everything is playing against it  
Even its very name itself

## EFFIE AWARDS 2020 : "THE JENNYFER BRAND PIVOTS ITS STRATEGY AND GIVES THE COMPANY A NEW START "

### **Key objectives**

Rebuilding brand awareness

Brand awareness definition:

If you think of brands in a category, what are all the brands that you know, even if only by name

## EFFIE AWARDS 2020 : "THE JENNYFER BRAND PIVOTS ITS STRATEGY AND GIVES THE COMPANY A NEW START "

### **Consumer surveys**

All surveys show that the brand is sick

Half of young female customers say that they are ashamed of wearing its products  
They cut the labels to be able to wear it!!!!

## EFFIE AWARDS 2020 : "THE JENNYFER BRAND PIVOTS ITS STRATEGY AND GIVES THE COMPANY A NEW START "

### **Consumer insights**

Half of the teenagers' generation do not define themselves as heterosexuals only

They do not want clothes to be associated with a gender

## **EFFIE AWARDS 2020 : "THE JENNYFER BRAND PIVOTS ITS STRATEGY AND GIVES THE COMPANY A NEW START "**

### **Strategy**

Turn this weakness into a potential strength

### **Targeting:**

To the generation that refuses all established codes

Position the brand as the one that:

- Says no to all established symbols, predetermined ideas or labels/ etiquettes

### **Therefore:**

Kill the Jennyfer brand !!!

And replace it by « Don't call me Jennyfer »



## EFFIE AWARDS 2020 : "THE JENNYFER BRAND PIVOTS ITS STRATEGY AND GIVES THE COMPANY A NEW START "

### **Brand Promise**

The affordable fast fashion brand that kills stereotypes, breaks conventions and enables you to be yourself

NB: this brand promise lives up to the standards of a strong brand promise

This is a good brand promise as it enables the brand to:

- Be attractive to a defined target audience
- Offer a critical consumer benefit, in response to a consumer insight
- Create differentiation
- Can be delivered

## EFFIE AWARDS 2020 : "THE JENNYFER BRAND PIVOTS ITS STRATEGY AND GIVES THE COMPANY A NEW START "

### **Campaign strategy**

Take an opposite stance to all the critics

Transform the negative into a positive...

Fight head on with the gloomy criticisms: «boloss», «racailles», «gamines»...

### **Influence strategy THE NO LABEL CAMPAIGN**

#### **1- Instagram Stories**

150 influencers published stories on their Instagram accounts

Claiming the no label identity « zero etiquette »

No mention of Jennyfer #ZeroEtiquette

#### **2- Window displays**

The next day

Store windows are tagged with usual stereotypes associated with the Jennyfer brand

Big Local Press coverage

## EFFIE AWARDS 2020 : "THE JENNYFER BRAND PIVOTS ITS STRATEGY AND GIVES THE COMPANY A NEW START "

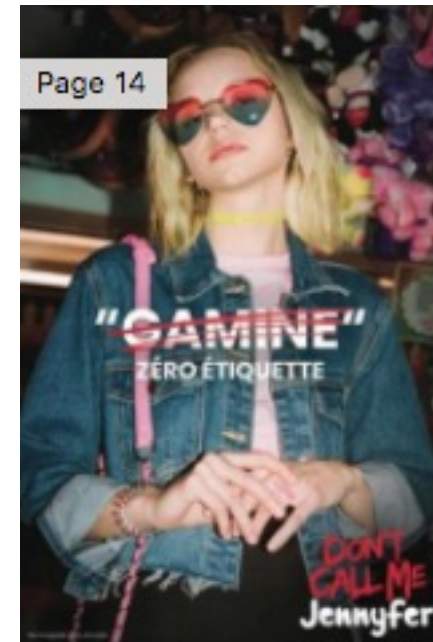
### 3- Digital comm

- [Digital](#) films
- A OOH (out of home) billboard campaign

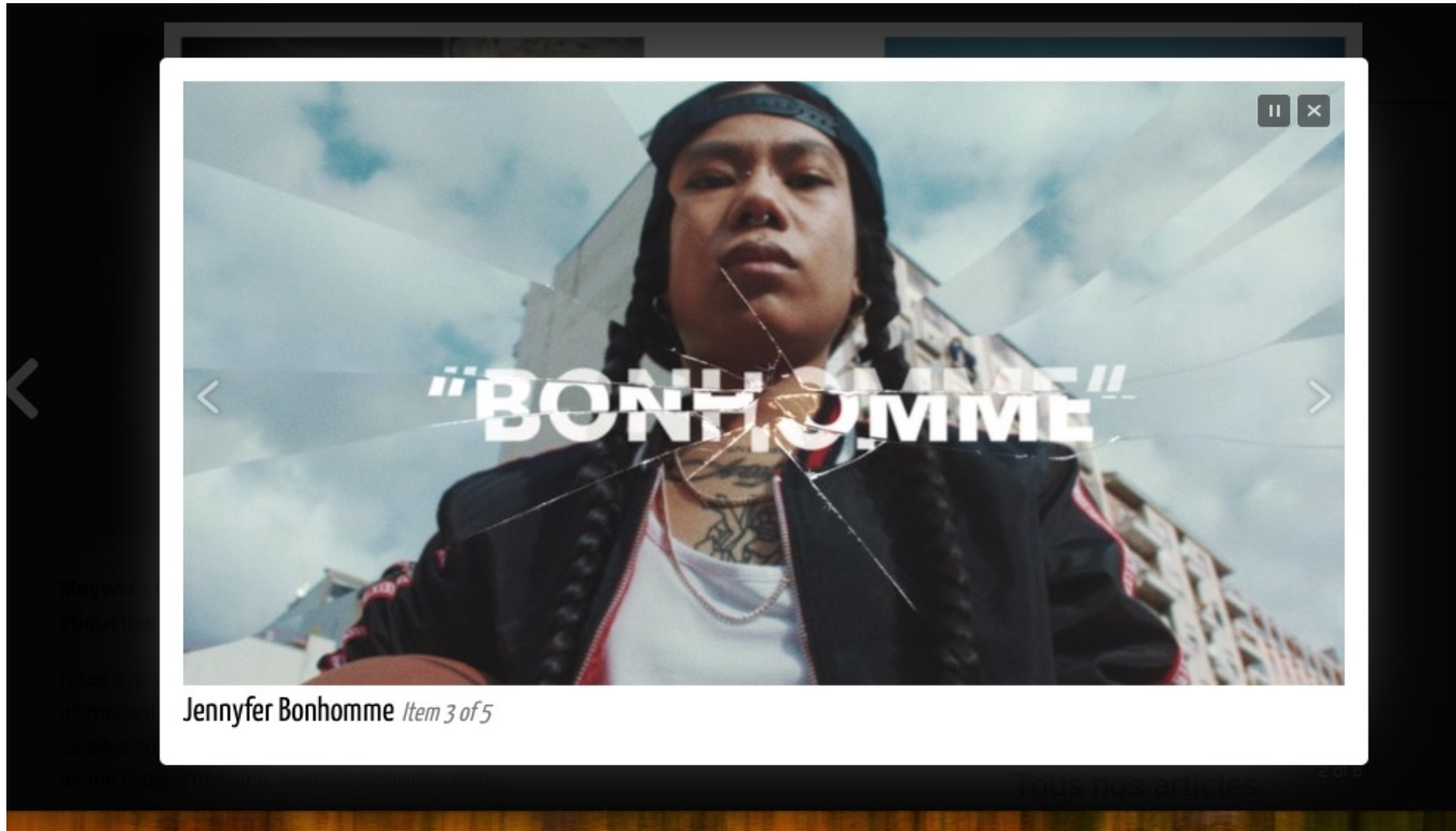
Showcasing young girls fully assuming their status and with strong personalities



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EFFIE AWARDS 2020 : "THE JENNYFER BRAND PIVOTS ITS STRATEGY AND GIVES THE COMPANY A NEW START "



EFFIE AWARDS 2020 : "THE JENNYFER BRAND PIVOTS ITS STRATEGY AND GIVES THE COMPANY A NEW START "

# **MANIFESTE**

**NE JAMAIS JUGER  
NE JAMAIS SE MOQUER  
NE JAMAIS AVOIR HONTE  
NE JAMAIS SE RENIER  
NE JAMAIS SE TAIRE  
NE JAMAIS SUBIR  
NE JAMAIS ABANDONNER  
NE JAMAIS DOUTER  
NE JAMAIS CHANGER POUR LES AUTRES**

**DON'T  
CALL ME  
jennyfer**

# **BRAND MANIFESTO**

**DO NOT JUDGE OTHERS  
NEVER LAUGH AT OTHERS  
NEVER BE ASHAMED  
NEVER DENY YOURSELF  
NEVER SHUT UP  
NEVER BE BULLIED  
NEVER GIVE UP  
NEVER DOUBT YOURSELF  
NEVER CHANGE FOR OTHERS**



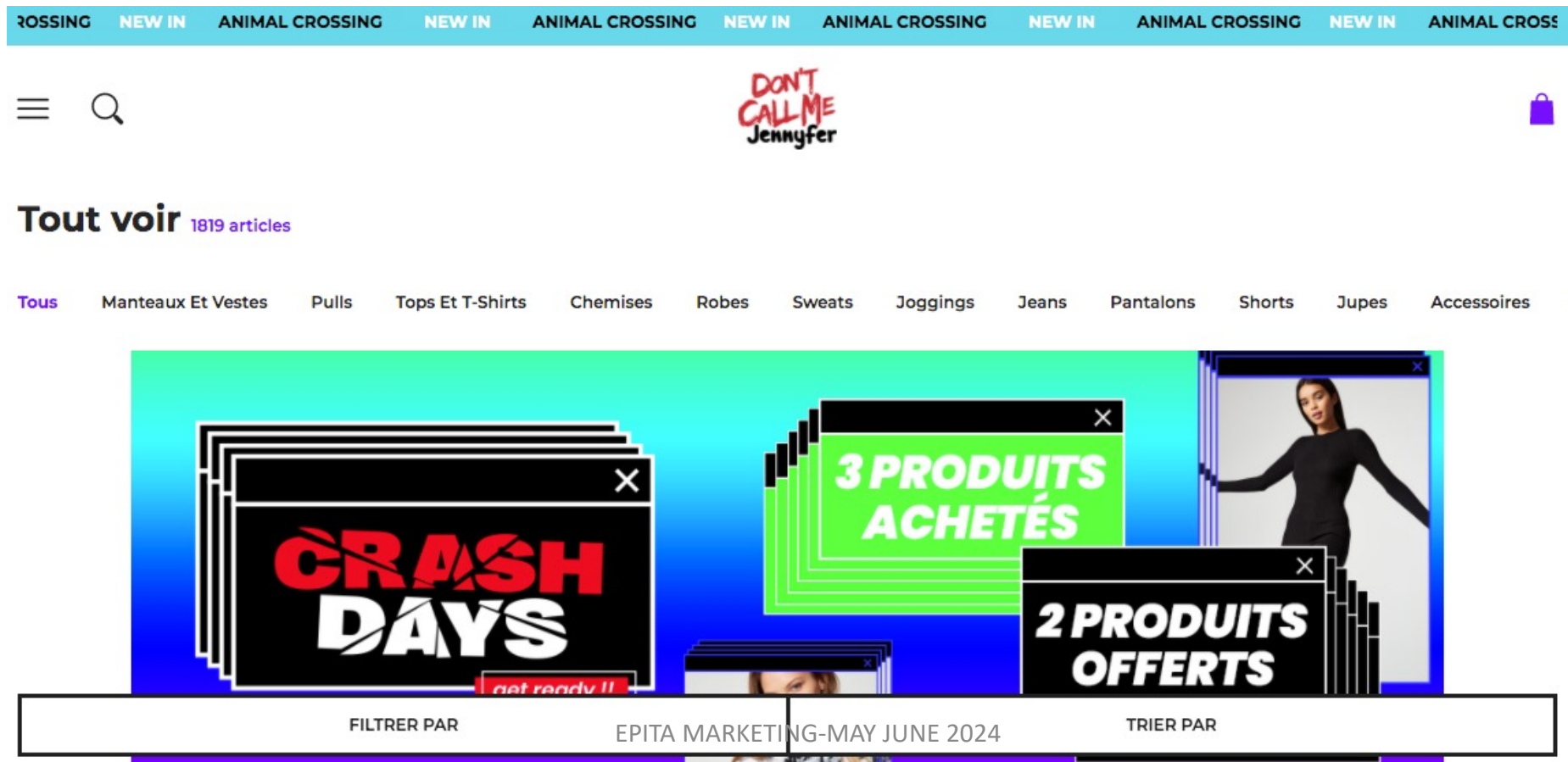
## STORY TELLING TELLING ON YOUTUBE AT ITS BEST =JENNYFER



## EFFIE AWARDS 2020 : "THE JENNYFER BRAND PIVOTS ITS STRATEGY AND GIVES THE COMPANY A NEW START "

### 4- VISIBILITY STRATEGY

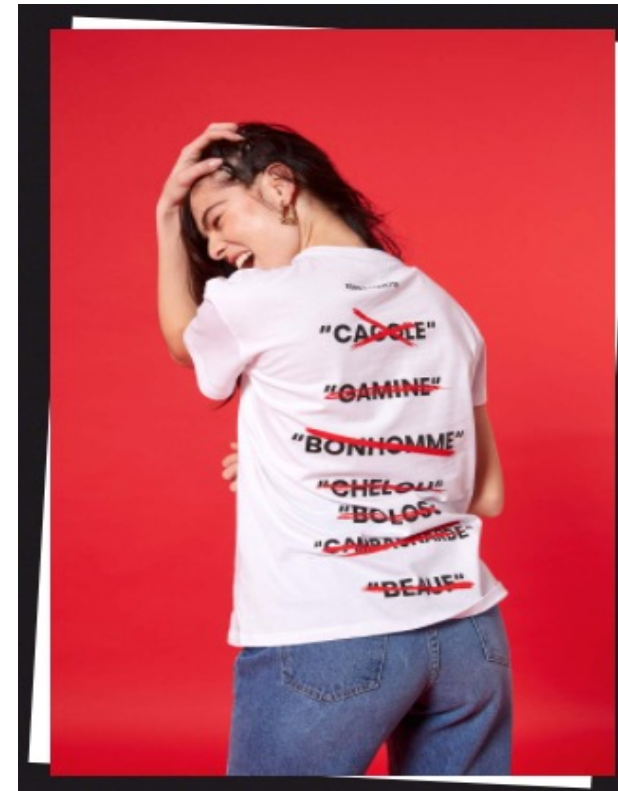
REBRANDING: FROM JENNYFER TO «Don't Call Me Jennyfer».



## EFFIE AWARDS 2020 : "THE JENNYFER BRAND PIVOTS ITS STRATEGY AND GIVES THE COMPANY A NEW START "

### 5- PRODUCT STRATEGY

A new line of fashion wear called, «Zéro étiquette», (ZERO label) beating the 6 stereotypes





## **EFFIE AWARDS 2020 : "THE JENNYFER BRAND PIVOTS ITS STRATEGY AND GIVES THE COMPANY A NEW START "**

### **Results 2019**

#### **1- Awareness**

«Higher than the average of the market, reaching 73% on the 15-24 YO in July 2019 – source Kantar»

#### **2- The Connecting + Engagement digital strategy**

Jennyfer has recruited 600 000 new subscribers in a year on Instagram  
1.1M vs 500K

Top 3 of fast fashion brands on instagram

YouTube : 2nd channel in France, accross all sectors, in terms of engagement (likes, shares, comment, interact), Brand vitality score mesure by « TubeReach »

## EFFIE AWARDS 2020 : "THE JENNYFER BRAND PIVOTS ITS STRATEGY AND GIVES THE COMPANY A NEW START "

### Business results 2019



*Engagement :*

**600 000**

abonnées  
recrutées sur  
Instagram

Source interne, sept.  
2019 vs sept. 2018

*Recrutement :*

**+10%**  
d'acheteuses

*Fidélisation :*

**+9,5%**  
de fréquence  
d'achat

*Gain de parts  
de marché :*

**+17%**  
en volume  
**+13%**  
en valeur

Source : Kantar, août  
2018 - juillet 2019, vs  
août 2017- juillet 2018

It is crucial to have a strategy that encapsulates all of this

- 1) A business idea, and a business model (see Canvas)
- 2) A marketing strategy with key priorities
- 3) A brand promise (very important)
- 4) A vision for the brand (brand DNA, an identity)
- 5) A good understanding of the targets needs and feelings
- 6) Effective tactics: PAID, OWNED, EARNED MEDIA
- 7) A « CREATIVE BUSINESS IDEA »

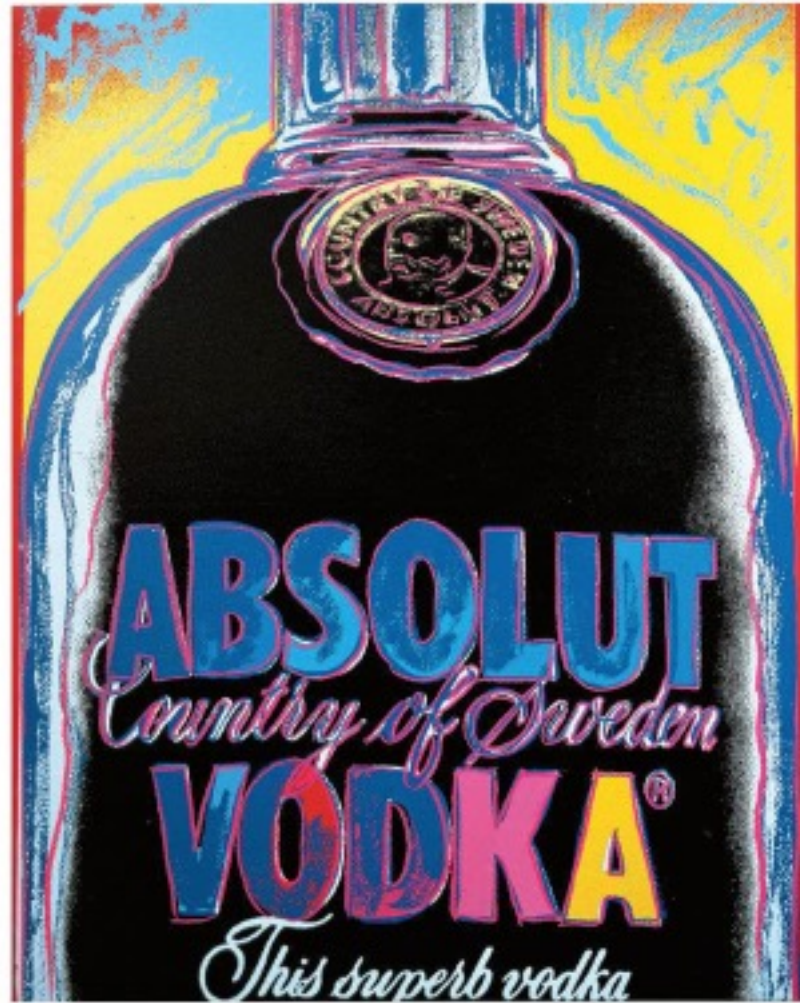
# BRANDS: SHAPING PERCEPTIONS TO SELL

ONE OF THE KEY BARRIERS TO SELLING  
IS TO BE « UNDER THE RADAR »  
(OR NOT NOTICED)

# BRANDS: SHAPING PERCEPTIONS TO SELL

Learning

Brands need to be  
**unforgettable!**



**ABSOLUT WARHOL.**

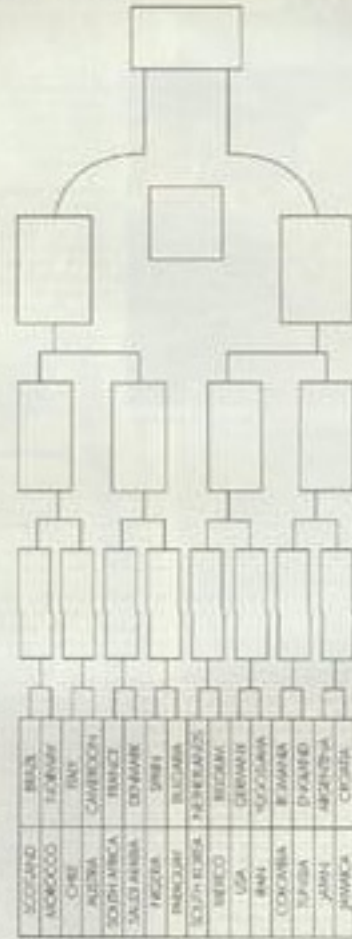
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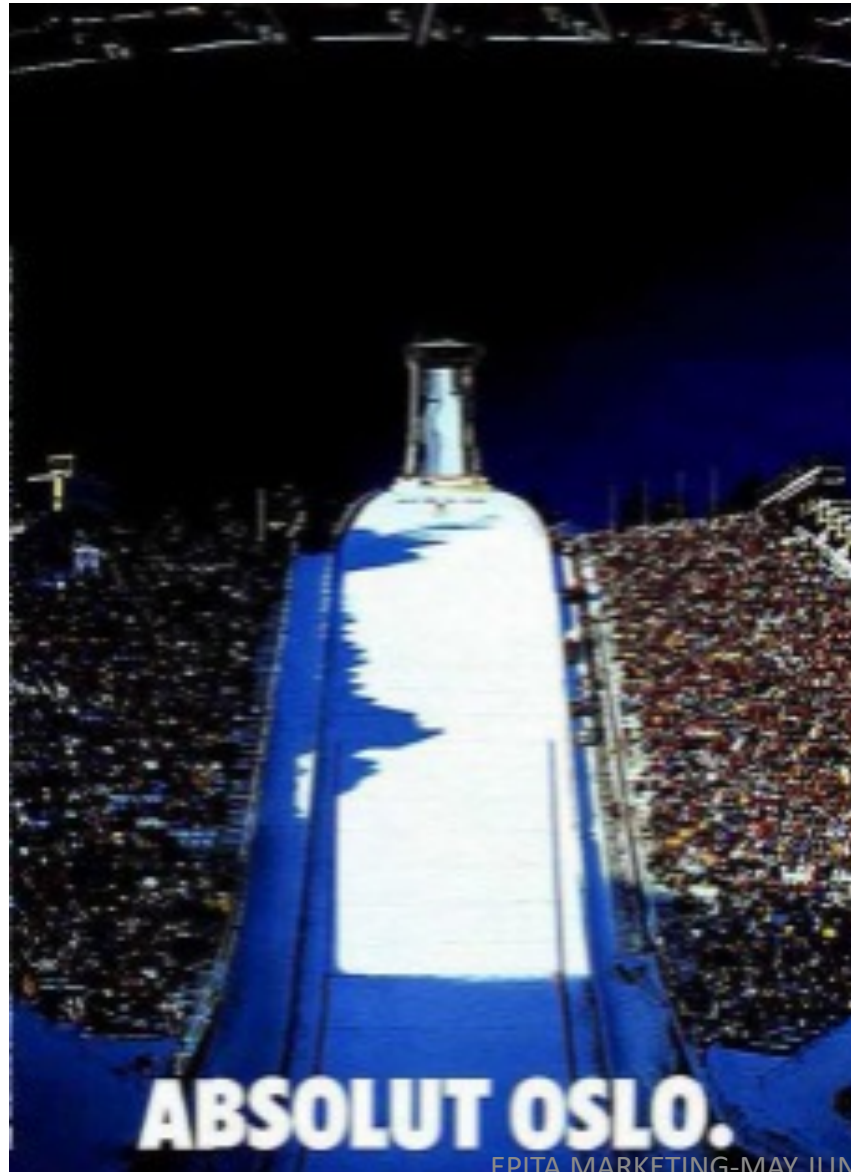


**ABSOLUT KICK-OFF.**

KEEP SCORE WITH ABSOLUT. THERE IS NO PURER VODKA, TAKEN NEAR, ICE-COLD, IT'S THE PERFECT SHOT.



EDNA MARKETING MAY/JUNE 2024

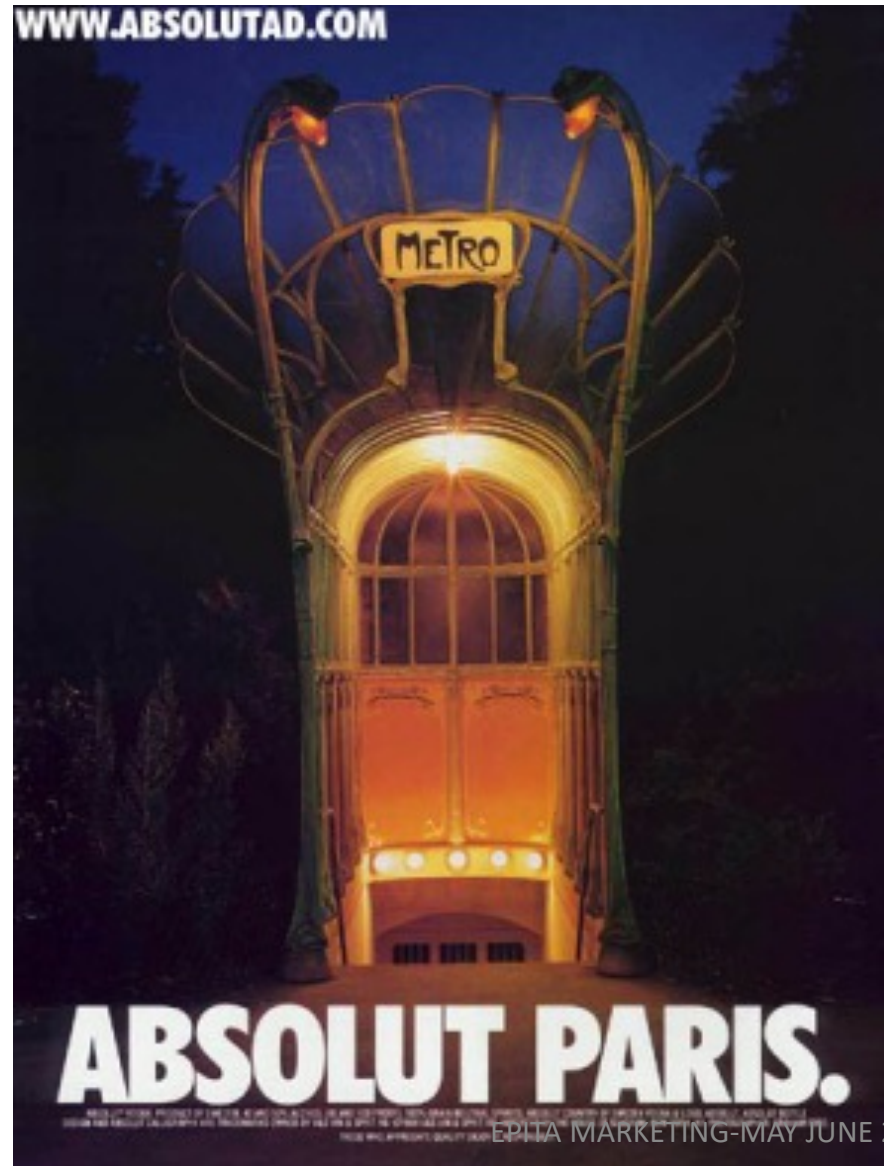


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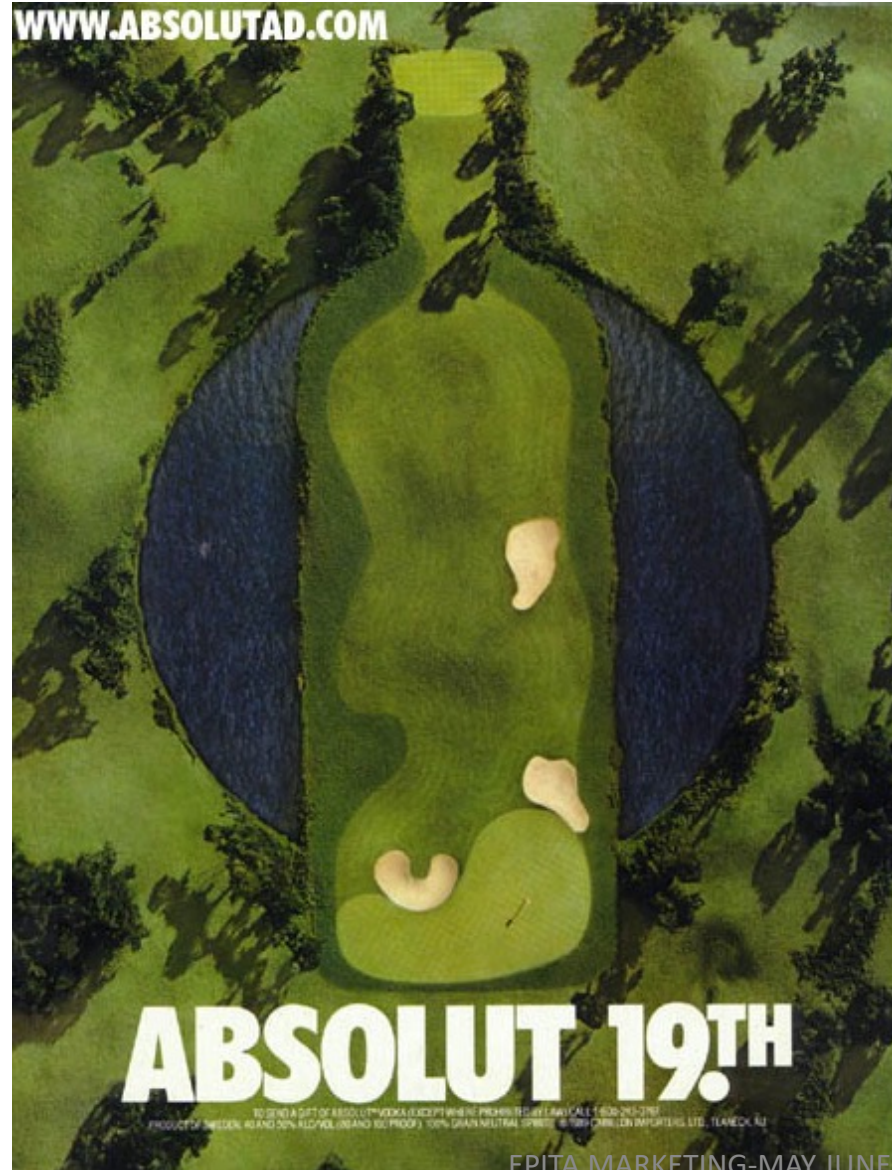


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**ABSOLUT 19<sup>TH</sup>**

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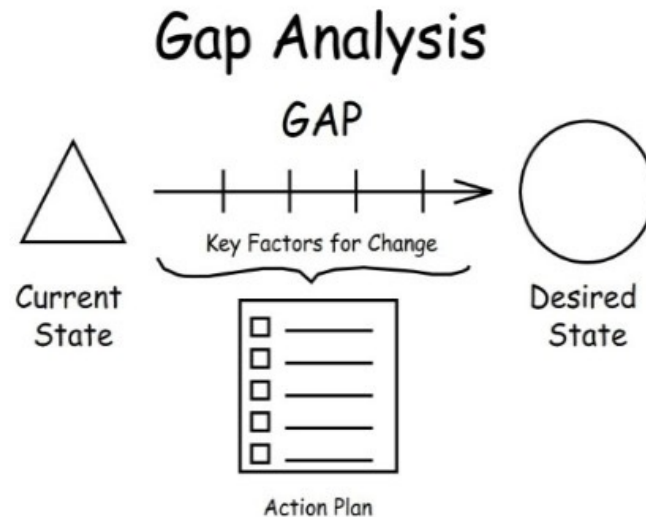


ALSO FUNDAMENTALLY...  
IT IS ABOUT  
SOLVING A CONSUMER  
PROBLEM



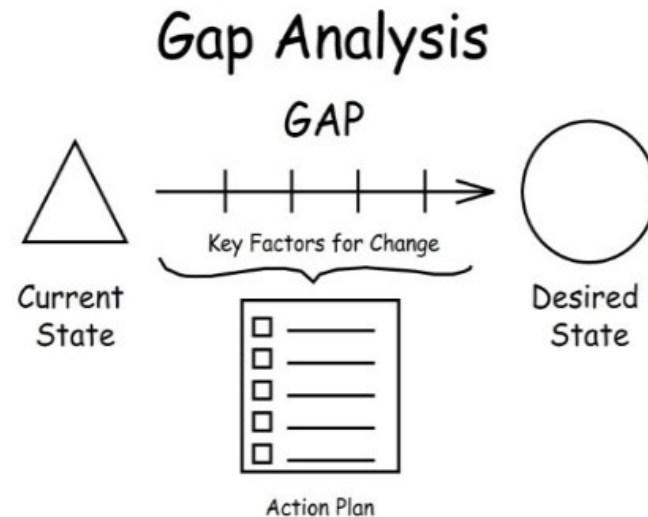
## WHY DOES A CONSUMER CONSUME?

HE/SHE SEEKS TO REDUCE A GAP BETWEEN A CURRENT STATE AND A DESIRED STATE



## WHY DOES A CONSUMER CONSUME?

HE/SHE SEEKS TO REDUCE A GAP BETWEEN A CURRENT STATE AND A DESIRED STATE



# MARKETING'S ROLE IS TO ADDRESS THE KEY QUESTIONS IN ORDER TO SOLVE THE CONSUMER PROBLEM

## THIS MEANS UNDERSTANDING THE DRIVERS OF CHANGE

Who is the consumer?

What drives the need for change?

What is the direction (desired state)?

What factors influence this need and  
help to go into the direction?

Product/ Brand/ Place/ Channels

# OBSERVATION 1 : DIGITAL IS MAKING IT SO MUCH EASIER TO CLOSE THE GAP (SEARCH FUNCTION)

To be relevant, marketers need to:

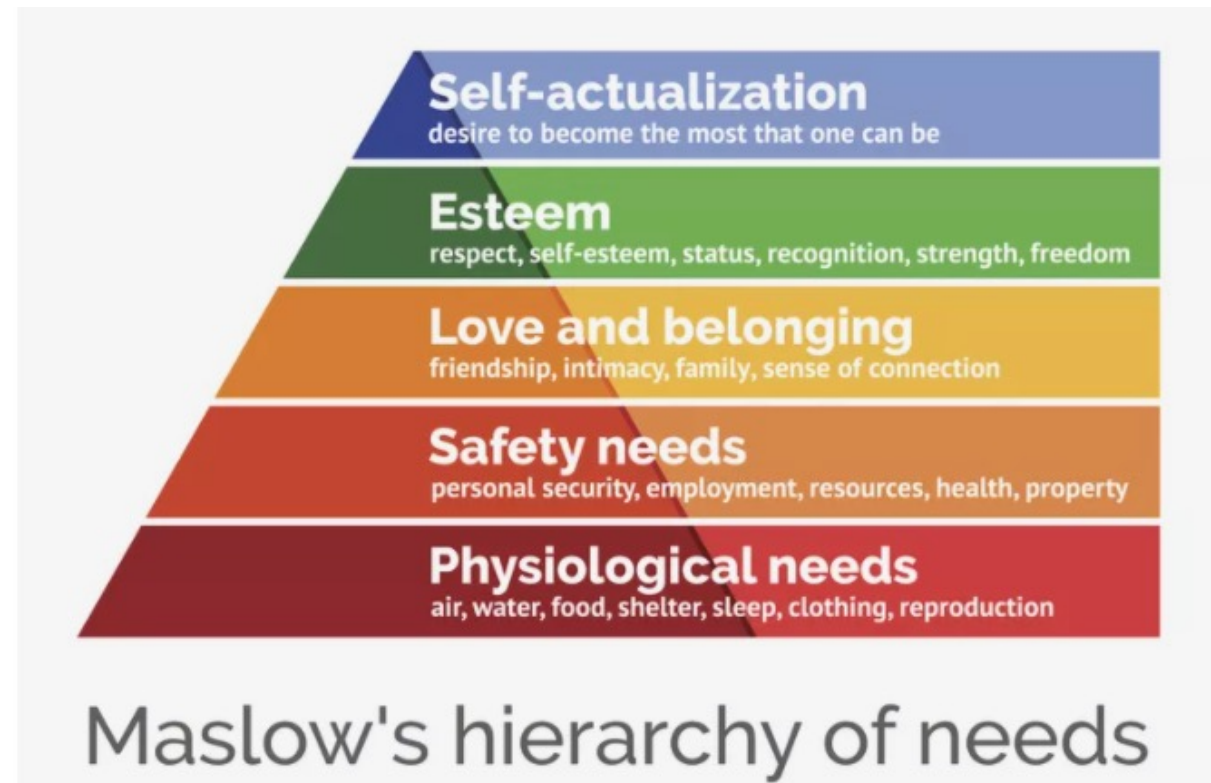
- ❖ Understand the reasons that drive people's choices
- ❖ Understand the motives underlying purchases and consumer choices

People's natural desire to understand the motives behind human behavior has produced an extensive research literature, much of it originating in psychology. Some of this research might prove useful to marketers seeking to understand the often complex reasons why consumers buy what they do when they do. By understanding the motives underlying purchases, marketers can speak to consumers in ways relevant to solving the problems that prompted the purchase in the first place. A good place to begin to understand motives is to examine some of the work attempting to classify motives. We'll look briefly at two fairly representative theories of how motives ought to be classified: Maslow's Hierarchy

# THE MASLOW PYRAMID

Primary motives are satisfying a need

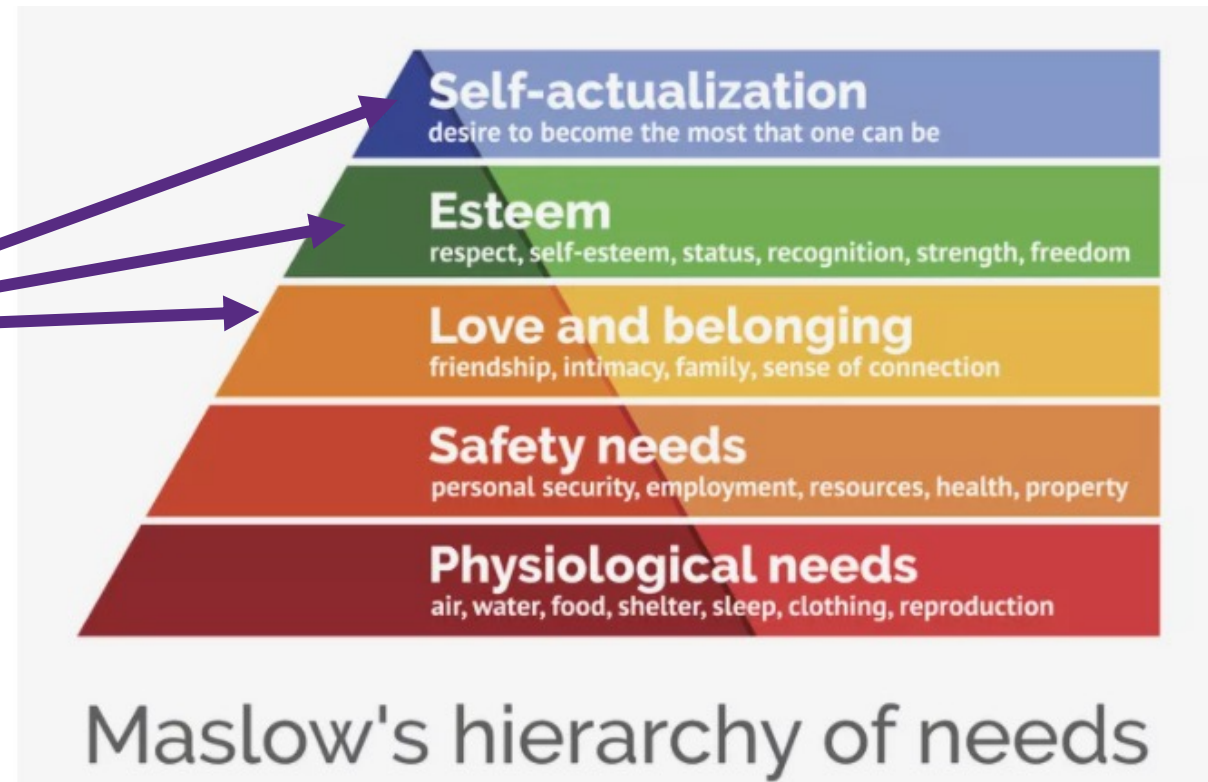
- ❖ There are many levels
- ❖ Many marketing opportunities



Primary motives are satisfying a need

- ❖ There are many levels
- ❖ Many marketing opportunities

HERE COMES FACEBOOK !  
(AND INSTAGRAM, ETC)



# WHAT ARE THE TRIGGERS THEN?

- ❖ When consumers take action to close the gap between actual state and desired state / solve the discomfort

- ❖ Motives = inner drives to resolve the problem

FINDING THE  
INSIGHTS  
TO SOLVE A  
TENSION

“Motivation activation” occurs when the discrepancy between the desired and actual states becomes great enough to produce some degree of physical or psychological discomfort. Because people don’t like discomfort, they take action to resolve the problem that created the discomfort. Therefore, “motives” can be defined as the “inner drives” that actually propel people to expend effort resolving the problem. To be “motivated” simply means willing to do something. In the context of buyer behavior, to be motivated means willing to take the effortful steps necessary

THE THEORETICAL ANSWERS

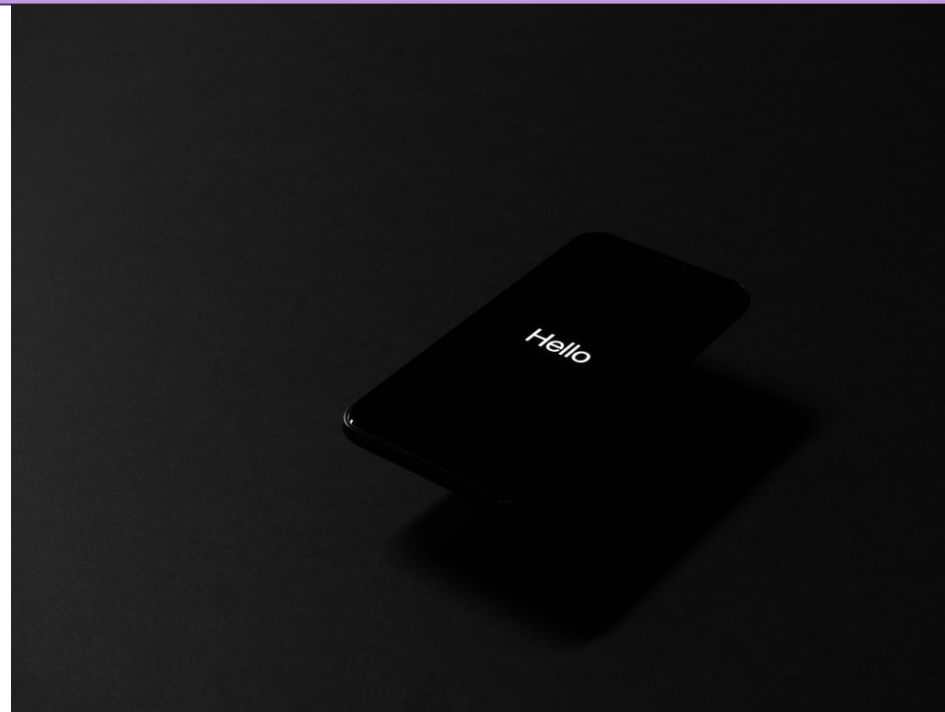
# ENTERING THE CONSUMER 'BLACKBOX'



# MARKETING COMMUNICATION MODELS

## The stimulus-response model

Marketing/ communication management must try to work out what goes on in the mind of the customer –  
the “black box”.



Same need to  
find the  
« Hello »  
entry  
entry door  
In digital!