

Product & Brand Management

From Conceiving to Launching a Brand (NPD)

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Brand versus Product

Brand	Product
Has dimensions that differentiate it in some way from other products designed to satisfy the same need	Anything available in the market for use or consumption, that may satisfy a need or want
Can be differentiated on the basis of: <ul data-bbox="150 763 956 1163" style="list-style-type: none">• Packaging• Services provided• Customer advice• Financing• Delivery arrangements• Warehousing• Other things valued by the customers	Can be categorized into five levels namely: <ul data-bbox="1006 821 1564 1106" style="list-style-type: none">• Core benefit level• Generic product level• Expected product level• Augmented product level• Potential product level

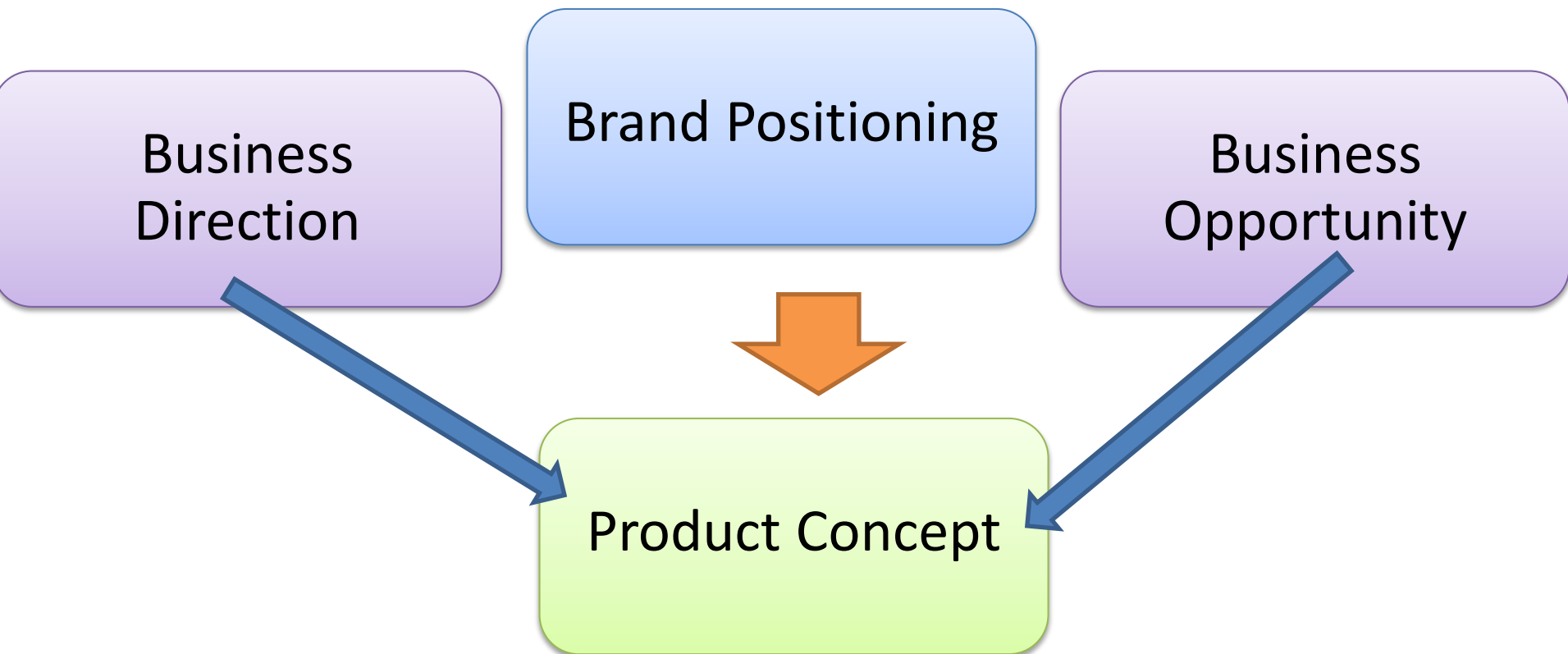
Brand versus Product

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graph TD; A[Brand Positioning] --> B[Product Concept];
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Brand Positioning

Product Concept

Brand versus Product




Conceiving to Launching a Brand: Overview

- BG → Big Idea
- Product concept
- Consumer research
- Technical
 - Prod Dev
 - Pkg
- Supply chain
- Production

- Financial
- Marketing
- Trade Marketing
- Sales

• Launch

Background (BG) → Big Idea

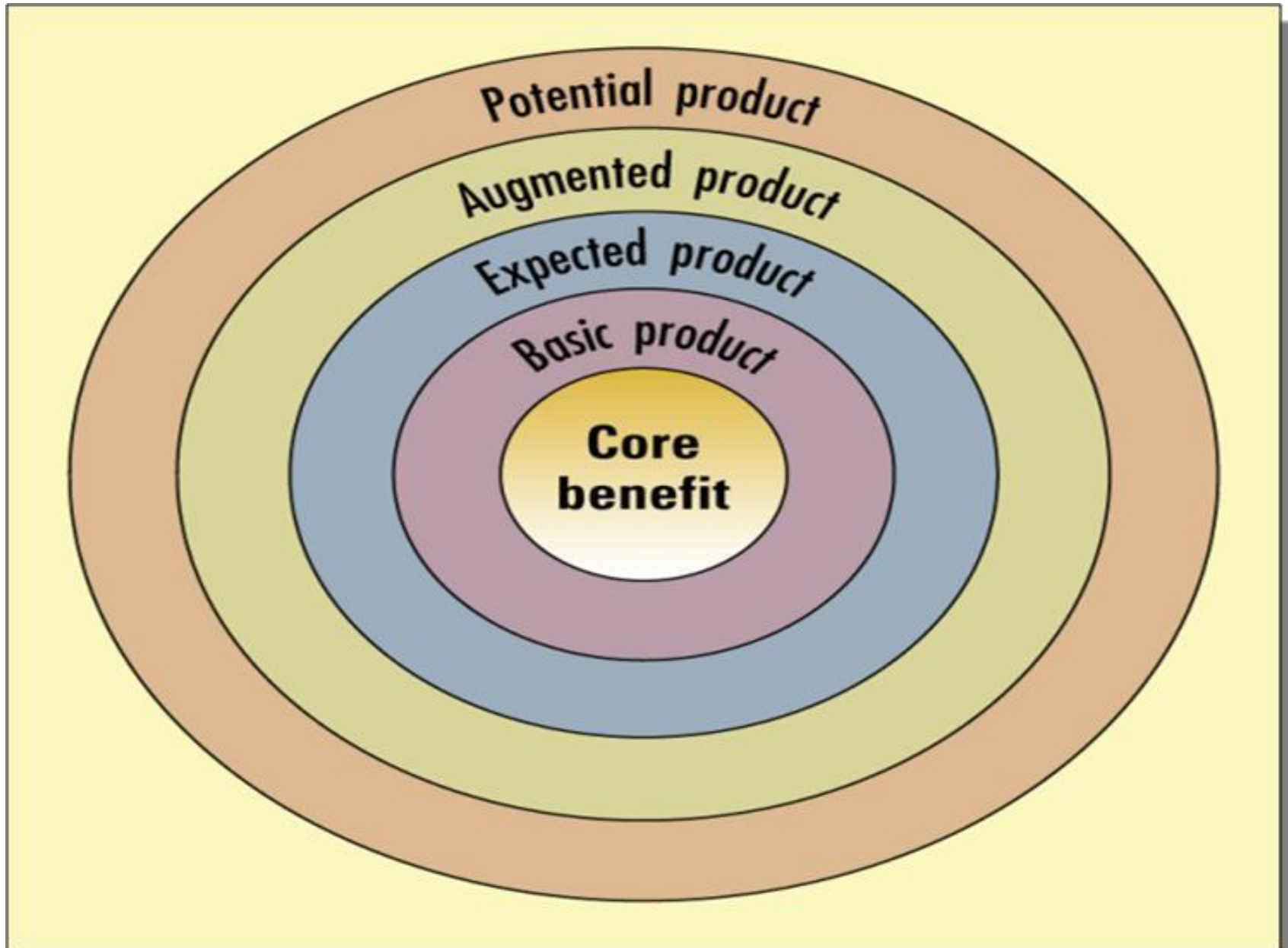
- Why the brand should exist
 - Business challenge/opportunity
 - Address unmet needs/wants/untapped opportunity
- 
- Potential future business
- Example
 - Mobile: Small → 2-sim → Has camera → Smart
 - Beauty milk
- Number support

Product Concept

Product Concept

- IS: description/idea about a potential product. Its' used to check consumer response towards the potential product.
- Elements:
 - Describe/reflect target
 - Benefit
 - RTB
- Turning “Brand Positioning” into friendly concept that is easy to digest for consumers

Levels of Product

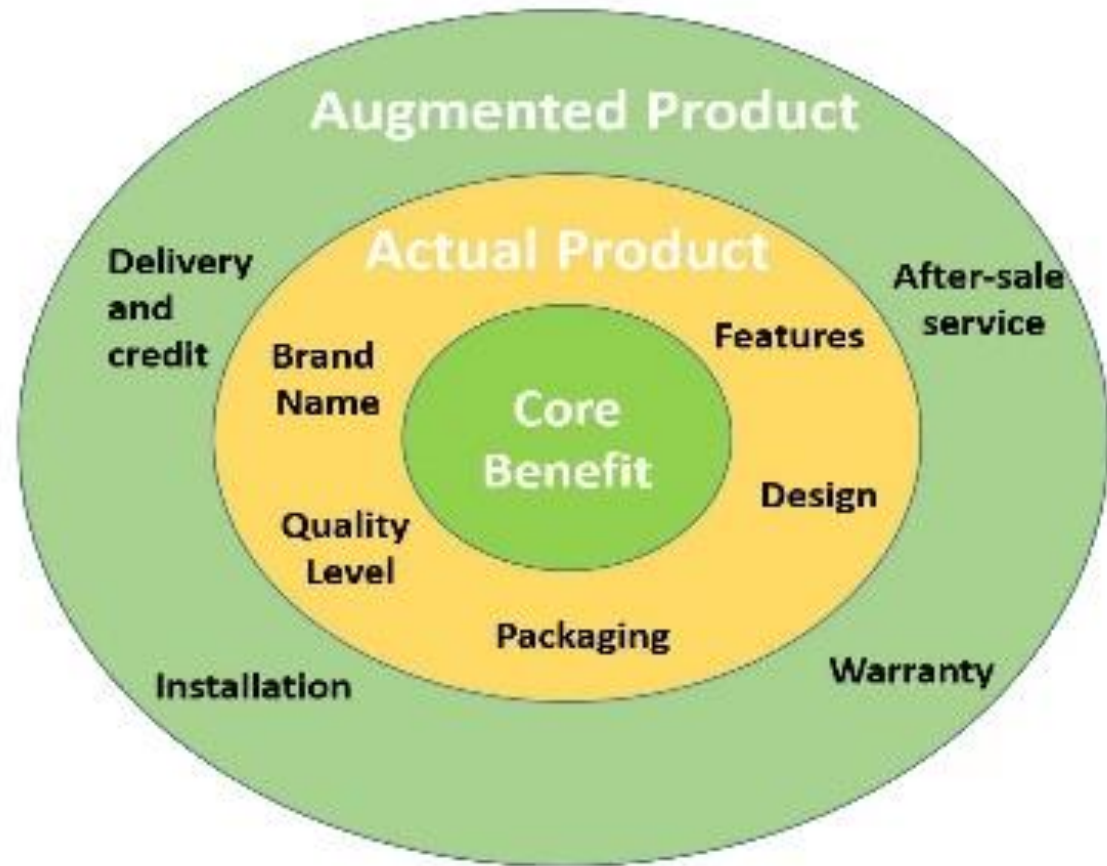


Levels of Product

1. Core Benefit

2. Actual Product

3. Augmented Product



Technical, Supply Chain, & Production

- **Technical**

- Product Development
 - Formula
 - Ingredient
 - Taste/flavor/perfume
 - Performance
 - Stability
- Packaging & Label

- **Supply Chain**

- Raw material
- Packaging material
- Sourcing
- Transportation

- **Production**

- Machine
- Production schedule
- Special Request

TEAM EXERCISE

Chocolate Milk (Pasteurized)

- Differentiate your chocolate milk. Summarize your product concept in a positioning statement.
- List the raw material
- List the packaging material
- Any formula concern/request?
- Any special request to production?

Commercial Aspect

- Financial
- Marketing
- Trade Marketing
- Sales

Packaging Discussion

- Consumer aspect
- Marketing aspect
- Retail aspect
- Supply chain and Logistics aspect
- Financial aspect

CONSUMER RESEARCH

Consumer Research

Qualitative

Quantitative

RESEARCH

Conceiving to Launching a Brand: Overview

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- Supply chain

Concept Test

Formula Test

Pkg Test

Logistic Optimization

Transportation Test

- Commercial Marketing
- Marketing
- Trade Marketing
- Sales

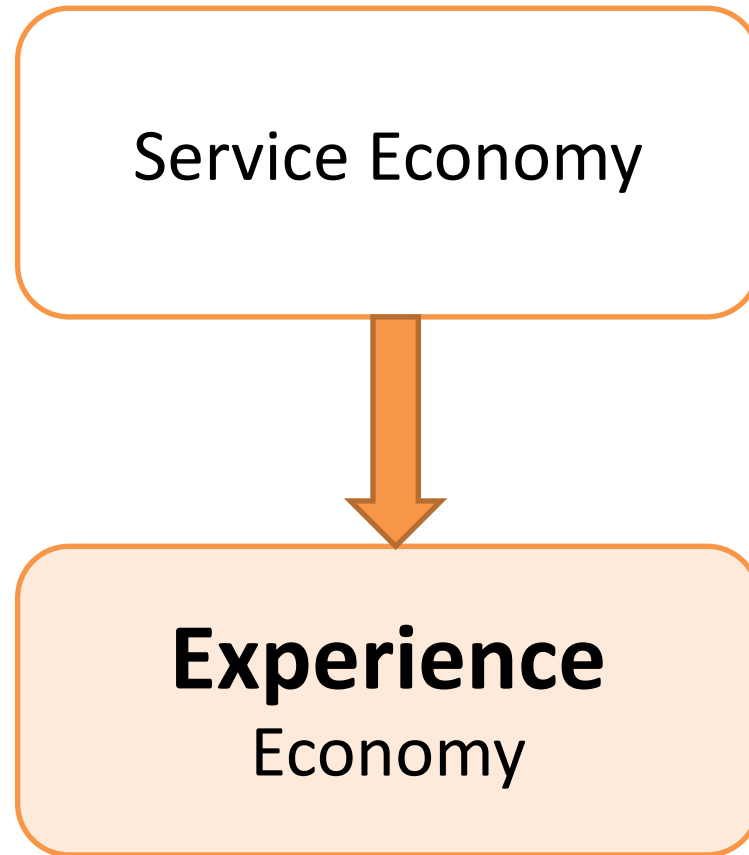
• Launch

The **Intangible** side in Product and Brand

The 7P of “Service”

- Product
- Price
- Place
- Promotion
- Physical Evidence
- People
- Process

“Design for Experience”



Attention Economy

A Dream Society

Entertainment Economy

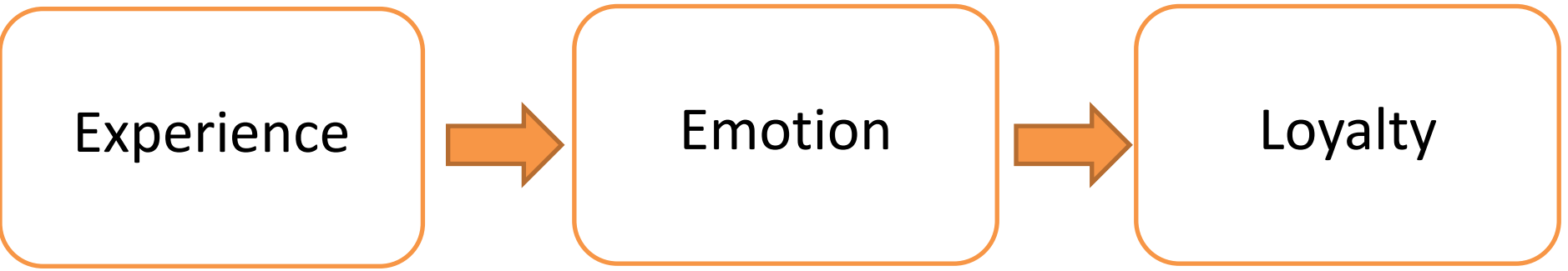
Emotion Economy

“Design for Experience”

“When a person buys a service, he purchases a set of intangible activities carried out on his behalf. But when he buys an experience, he pays to spend time **enjoying** a series of **memorable events** that a company **stages** – as in a theatrical play – to engage him in a personal way”

Pine and Gilmore, 1999

“Design for Experience”



- Unique
- Memorable
- “โดน”

E.g.

- Happy
- Pleasure
- Excitement
- Warm-heartedness

“Design for Experience”

“Once people do go “into” the movie (e.g. Back to the Future or Aladdin), they want more than a roller-coaster ride; they want a **story**”

Murray, 1997

“Design for Experience”

“What I’ve found is that concepts and how-tos really only take root when they-re embodied in a story. As human beings, we tend to **learn best by example**. And it’s **easier to remember** and extrapolate from the **stories** we’re told and can **retell** to others.”

Seybold, 1998

“Design for Experience”

Example of Story

- Adventure
- Togetherness
- To care and be cared for
- To define ourselves
- To feel safe and secure
- To demonstrate our convictions

“Design for Experience”

Effective Story

- Concise
- Compelling
- Uncluttered with excess detail

“Design for Experience”

Effective Story

- “unified story... frame an experience that would seem incomplete without the guests’ participation.”

Pine and Gilmore, 1999

- “Each customer can choose the extent of participation and connection with people, physical objects, or technology”

Pine and Gilmore, 1998

“Design for Experience”

Final Say

- “Introducing meaning and life into the products and services”

Mok, 1996

Getting Closer to “WOW” Experience

Insight	Idea	Unique?	Beyond?				
Unique Content Content						
Memorable Experience Activity						

