

Product & Brand Management

Marketing Mix Workshop

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Note

- **Integrating** mixes
- Focus on one at a time – only for educational purpose
 - Even that, has to consider **more than 1 mix combined** e.g. **price promotion** (P-Price vs P-Promotion?)
- Definition:
Product/ Service/ offering/ Solution

Our Activity Coding

Product



- How to design a product? In other words, Where to start? Or What framework?

Situation & Question

- Suppose you are marketing a premium national FMCG* brand.
- Q: If your direct competitor reduce price, and a segment of consumers is price sensitive, what'd you do? (Short-term and long-term)

*FMCG = Fast moving consumer goods

Group Exercise!

Question



- Q: Do you agree with the belief "The wider coverage, the better"?



Group Exercise!



Product

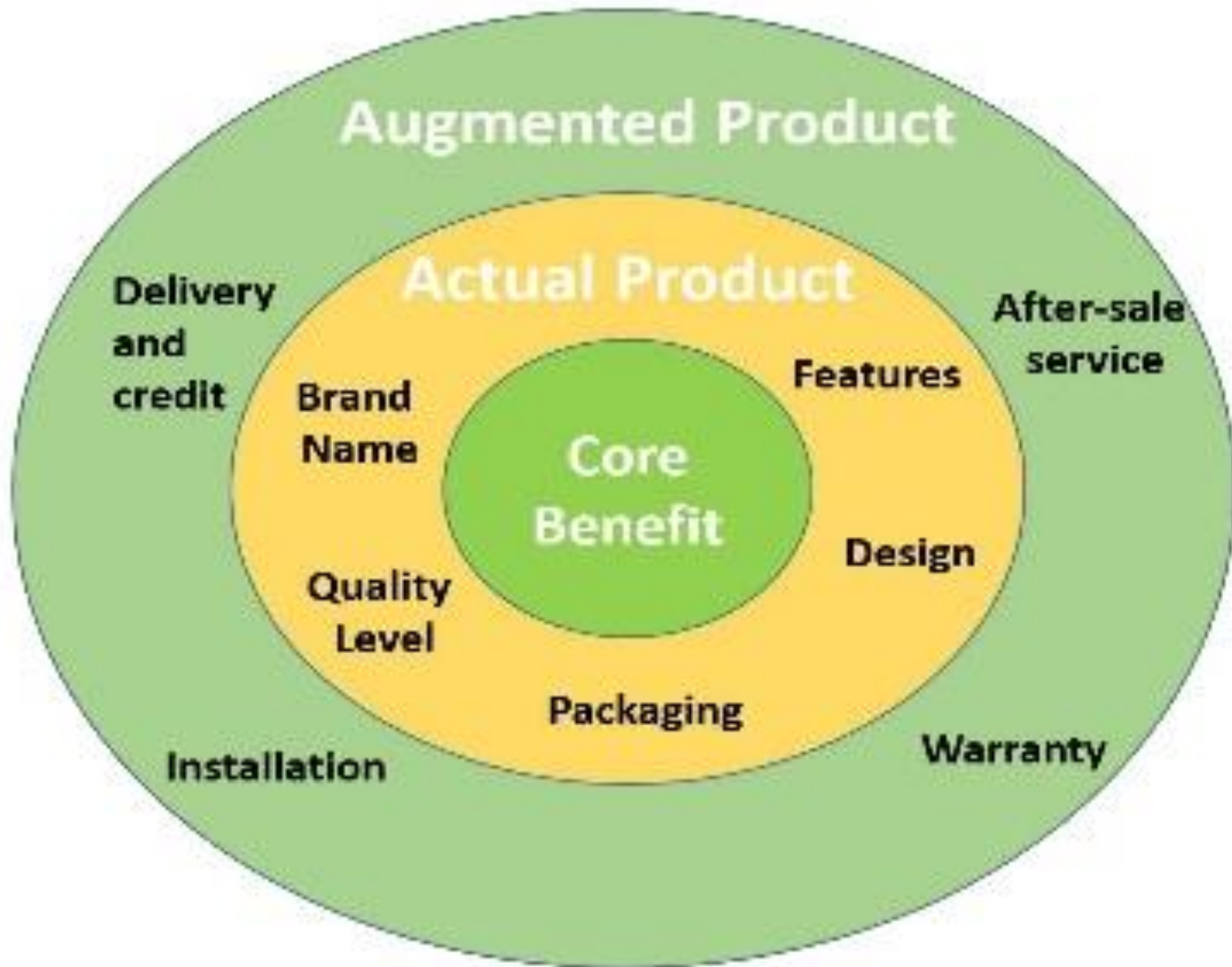


- How to design a product? In other words, Where to start? Or What framework?

Positioning statement

“Brand name”: **To** (target group _____
_____, **(Brane name)**
is _____
_____ **than any other brand**
because _____
_____.

Product Levels



WORKSHOP 1: THE PRODUCT DESIGNER

Beauty Milk

- STEP 1: Write your **relevant** and **differentiated positioning statement**/ concept for beauty milk.
- STEP 2: Help the class to visualize your product (translating the concept to a tangible product)

“Brand name”: **To** (target group _____
_____, **(Brane name)**
is _____
_____ **than any other brand**
because _____



Group
Exercise!

Product **workshop** discussion: Beauty Milk

- Presentation & Discussion
- Learning/Reflection & Feed-forward e.g.
 - How did you differentiate the product?
 - Any learning, observation?
- Capture your learning



WORKSHOP 2:
YOU ARE NOT ALONE!
(YOU HAVE COMPETITORS!)

Situation & Question

- Suppose you are marketing a premium national FMCG* brand.
- Q: If your direct competitor reduce price, and a segment of consumers is price sensitive, what'd you do? (Short-term and long-term)

*FMCG = Fast moving consumer goods



Group
Exercise!

Cosmetic

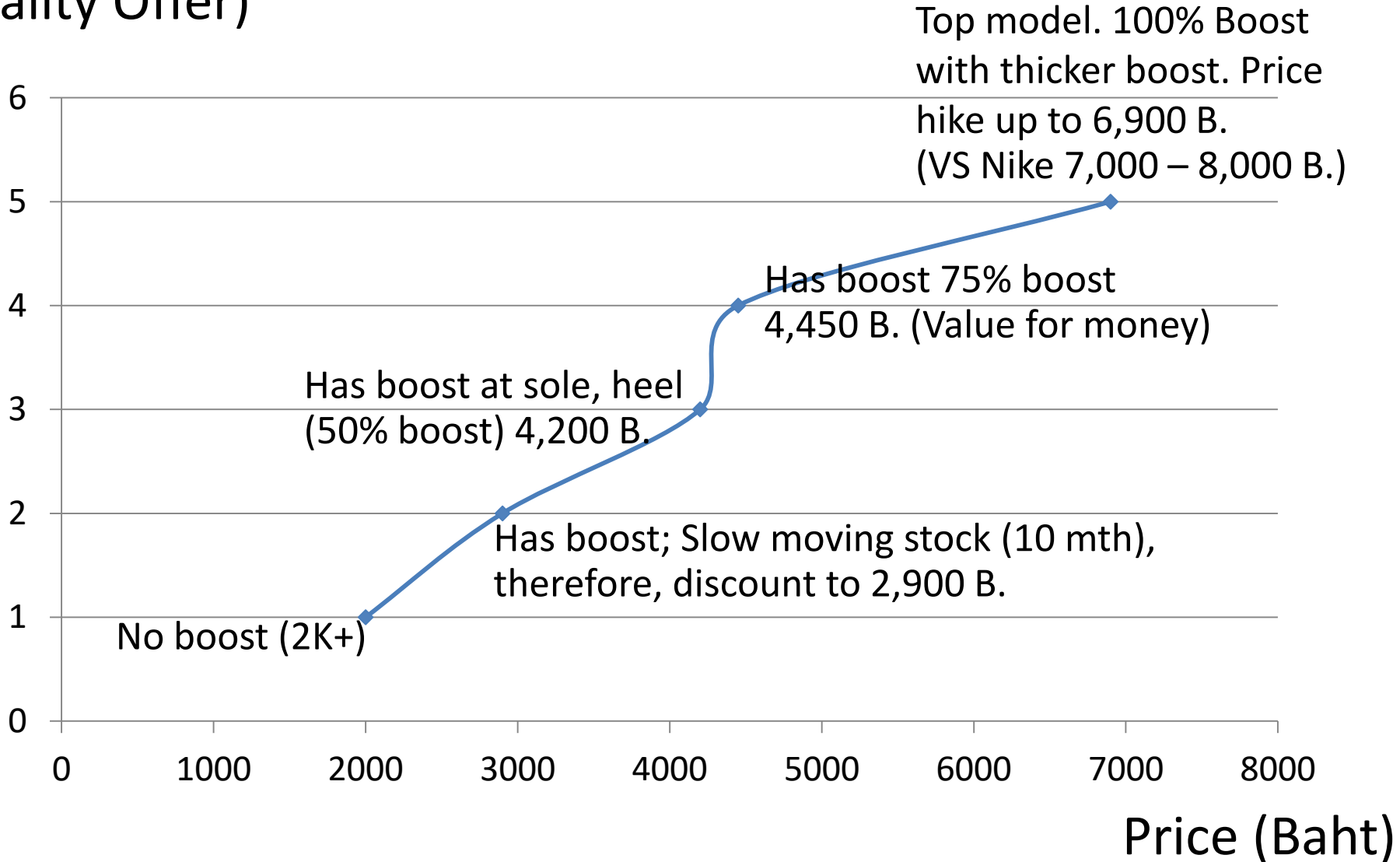
Quality Offer



Price (Baht)

Adidas Sneaker Price Tier

Quality Offer)



A COUPLE MORE QUESTIONS ON “PRICE”

Question



- Q: How does BTS (Sky train) do “price segmentation”?

* Different price (of the same product) for different segments

Question



- Q: How does BTS (Sky train) do “price segmentation”?
- Q: Is price segmentation applicable for your term project? If yes, how’d you like to do it?



WORKSHOP 3: SETTING THE PRICE!

Situation and Question

Group
Exercise!

- The following are Lux shower cream products. How'd you like to price the following SKUs?
 - Price the following SKU
 - Share what is your rationale/criteria?



Lux Sakura Dream Refill Shower Cream 450ml



Lux Sakura Dream Shower Cream 200ml



Lux Sakura Dream Shower Cream 500ml



Lux Soft Touch Refill Shower Cream 200ml

**A COUPLE MORE QUESTIONS ON
PRICE!**

Question



- Q: Are these two promotions the same or different?

BOGO

Half Price

(Buy one get one free)



50 B.

~~50 B.~~ 25 B.

Question



- Q: Is BOGO suitable for a newly-launched product?

Question



- Q: Do you think EDLP* works in Thailand?
 - Discussion with your peer for 2 minutes.



*Every day low price

A QUESTION ON CHANNEL...

Question



Q: Do you agree with the belief
“The wider coverage, the better”?



WORKSHOP 4: A BRAND MANAGER & CHANNEL PLANNING

Question

Q: How to make **decision** on **what channel** to **place product**?

A yellow starburst graphic with a black outline, containing the text "Group Exercise!".

Group
Exercise!

Question

Q: Now that we know where we want to place our product, how to **convince** the **stores** to **carry our product?** (What key message to convince the stores?)



Group
Exercise!

Question



Q: What is Omni channel? Explain and give example(s).

