

Product & Brand Management

From Conceiving to Launching a Brand: New Product Development (NPD)

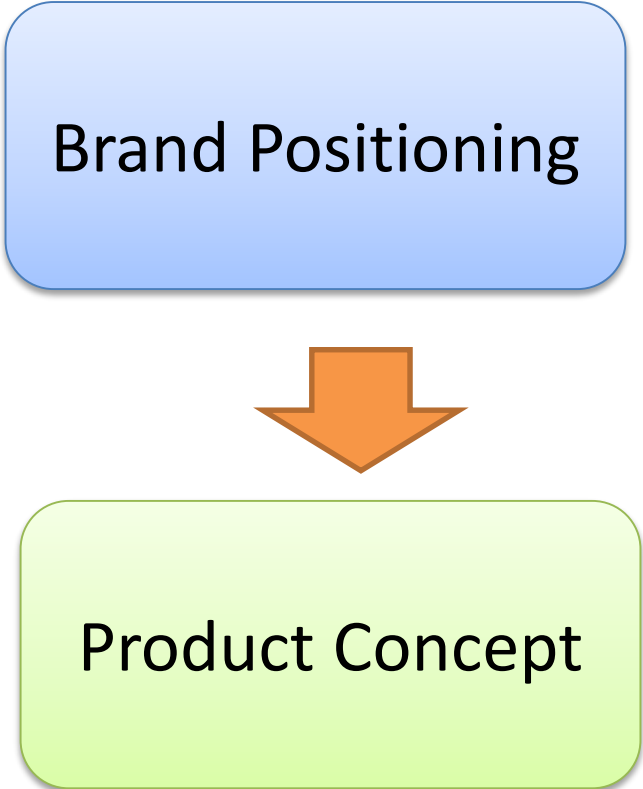
Alisara Rungnontarat CHARINSARN

Thammasat Business School

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: • Packaging • Services provided • Customer advice • Financing • Delivery arrangements • Warehousing • Other things valued by the customers	Can be categorized into five levels namely: • Core benefit level • Generic product level • Expected product level • Augmented product level • Potential product level

Deriving Product Concept



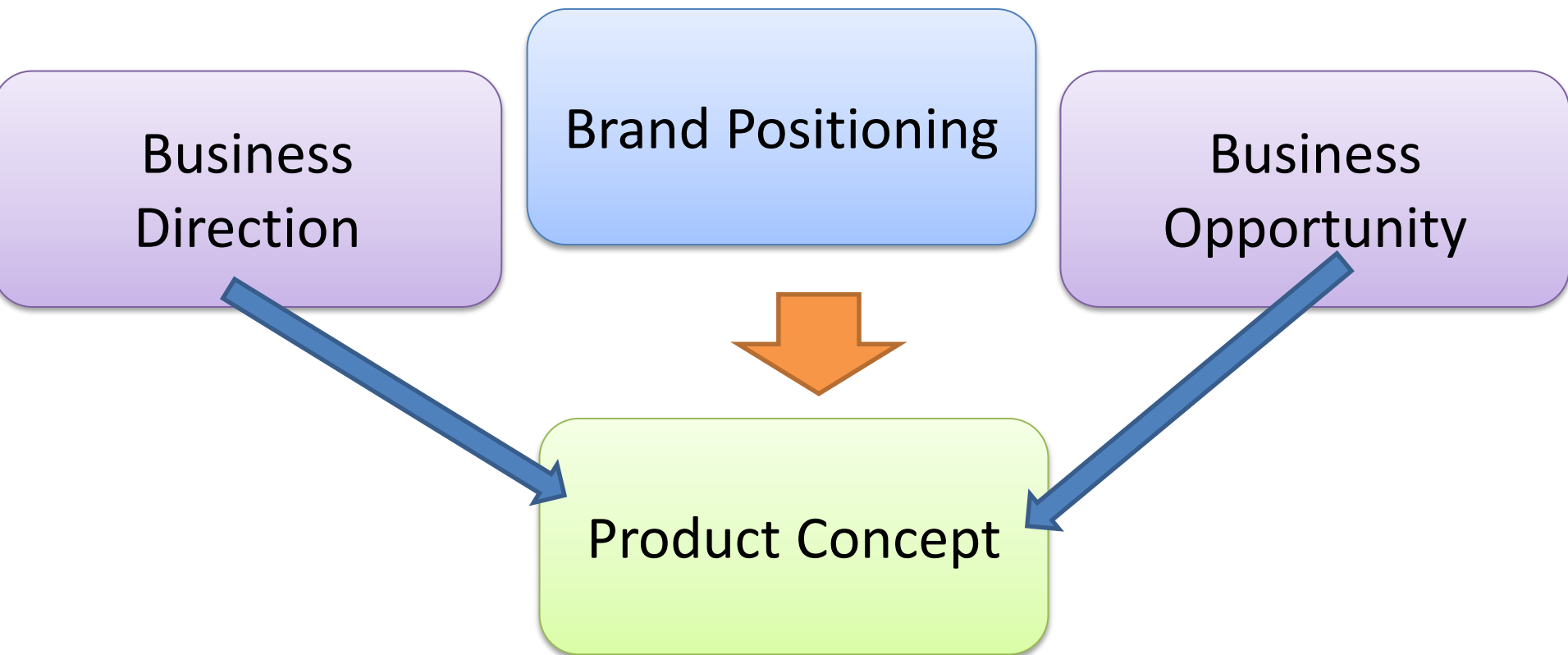
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graph TD; A[Brand Positioning] --> B[Product Concept]
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Brand Positioning



Product Concept

Deriving Product Concept



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

QUESTION

What's the Background/Rationale of Launching Coke Zero?



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

Product Concept: Example

A 'cheeky'
product name

Rascals Clothes Stain Remover Wipes

Functional 'does what it says'
product descriptor

Small flow wrap
structure

The types of
stains it tackles

It's a fact that when kids are having fun, which means their clothes never get dirty. But life is too short to be that way. So you need to clean them multiple times a day.

Rascals kids clothes stain remover is a new quick and easy way to erase stains like chocolate, grass stains and ink, on the spot. So your kids can keep on having fun, and still smell clean and look presentable.

'biological' being
the RTB

Rascals wipes are moistened with biological cleaning agent, and come in two fun scents that kids love - Apple Fresh and Blossom Breeze.

'Smelling clean' being
a key benefit

The type of
fragrances

Kids playing in a bright,
bold TOV



Product Concept: Example

PMS Escape

Return to Yourself

Would you like to break away from PMS? With mood swings, irritability, fatigue, lack of focus - you just don't feel like yourself.

Now, PMS Escape can get you back to yourself!

PMS Escape is the safe and effective way to relieve symptoms of PMS - especially changes in your mood and appetite. This great-tasting, fat-free drink mix is a unique blend of natural ingredients. It is hormone-free, with no unwanted side effects.

PMS Escape delivers a clinically studied combination of carbohydrates that are proven to elevate your serotonin level - the "feel good" chemical in your brain. Your mood will improve and your food cravings will be satisfied!

Plus, PMS Escape gives you a sustained boost in energy and supports focus, concentration and memory. It goes to work quickly to take care of your symptoms so you can have a great day.

Available in a delicious Strawberry-Kiwi flavor, you simply mix 1 packet with 8 ounces of water. In a short time, you'll find yourself in a better place.

A box containing 6 drink packets is available for \$9.99.



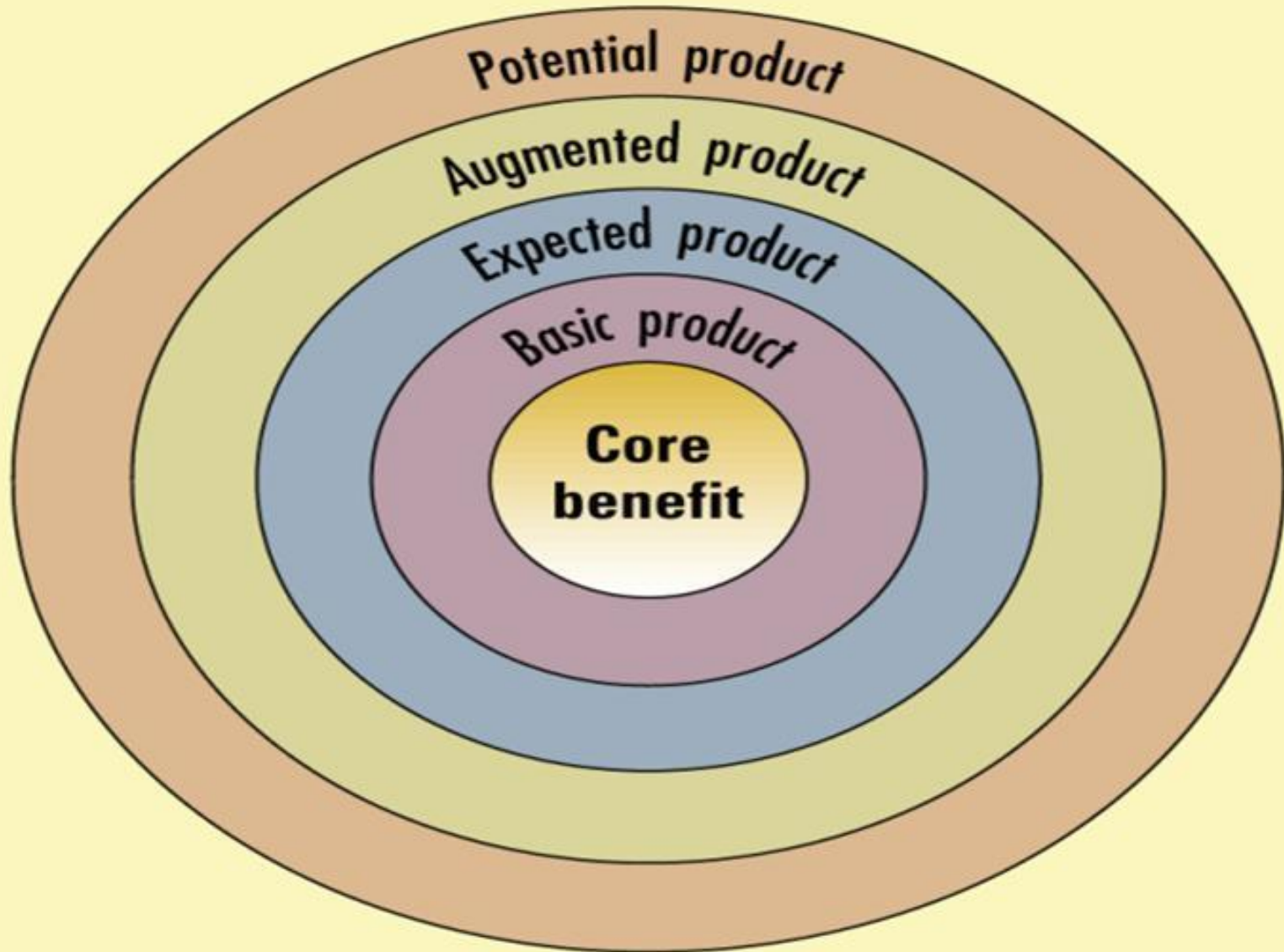
MINI TEAM MEETING

- Background Recap
- Product Concept

From **Product Concept**

To **Product Design**

Levels of Product

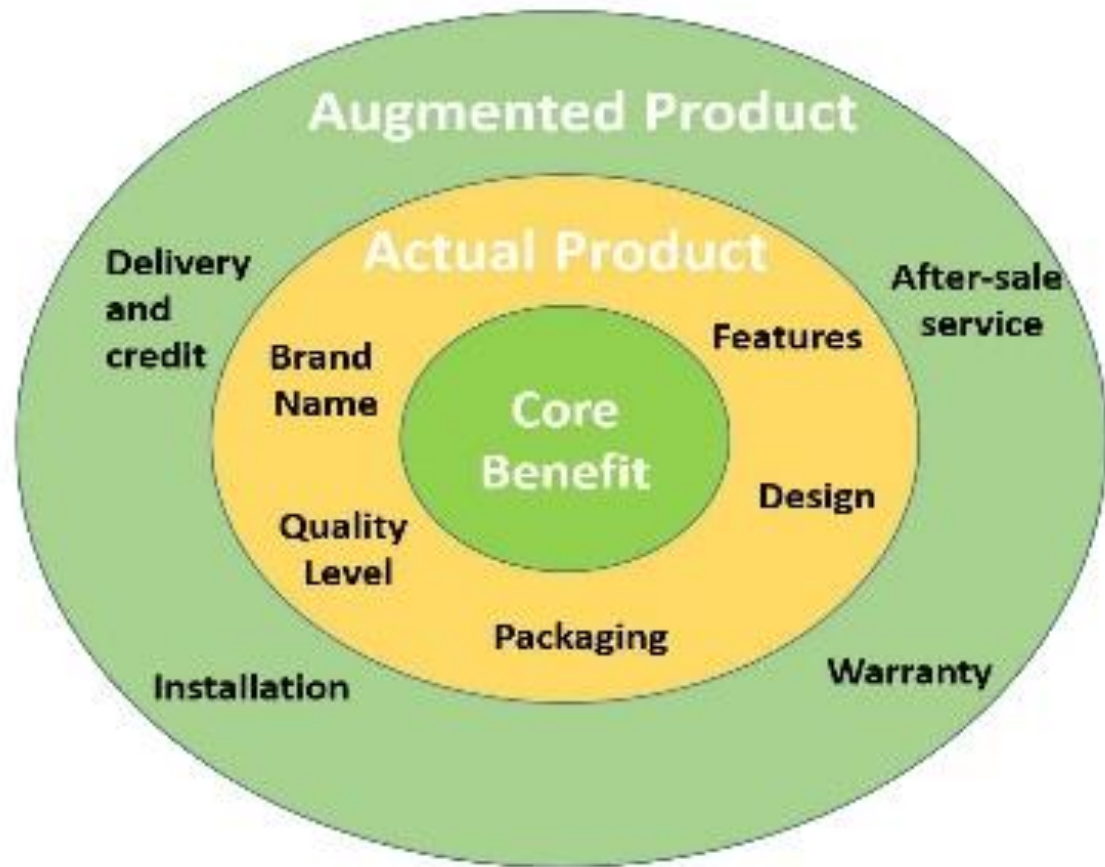


Levels of Product

1. Core Benefit

2. Actual Product

3. Augmented Product



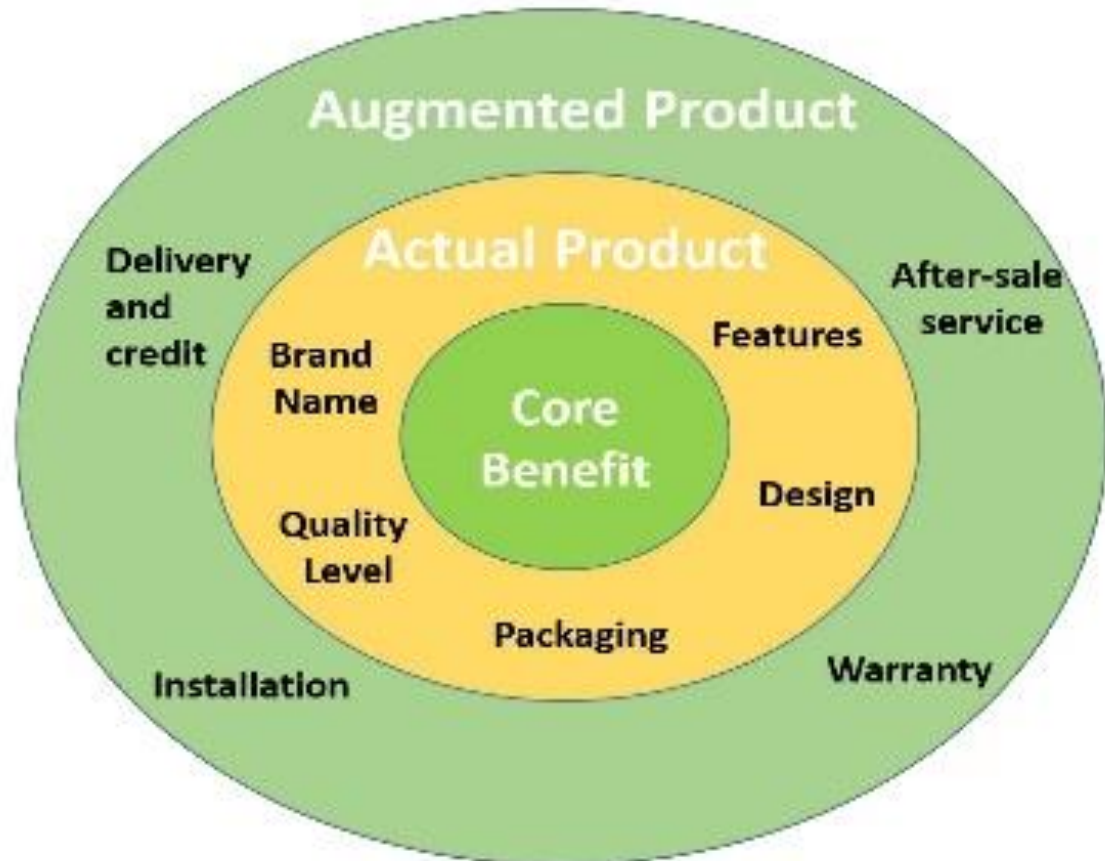
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Technical, Supply Chain, & Production

- **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?

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Commercial Aspect

- Financial
- Marketing
- Trade Marketing
- Sales

Packaging Discussion

- How would you like to improve the packaging for sweetened condensed milk?



Packaging Discussion

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

Q&A