BRIEFING
MARKETING PLAN OUTLINE X
FINAL PROJECT PRESENTATION BRIEFING

MK 312 BRAND MANAGEMENT
LESSON 9

BY AJARN SUWALYA K.
NOVEMBER 4, 2021

BRIEFING: FINAL PROJECT PRESENTATION

Everything that you have learned since the beginning of the term is very relevant for Brand Managers. But in this class you have learned not to only become a marketer but it also prepares you to know what work exists in the field of marketing – especially the planning side and the later part, the marketing strategy action plan – research and agency people.

- **Your project grade is 35% of your final grade.**
- **The presentations from beginning of class is 20%**
- **The final presentation will be 15% Due on**
  - November 25, 2021 by 12 pm

GENERAL GUIDELINES FOR EACH GROUP:

- Pre-zoom recording of 20 minutes for presentation
- 10 mins Q&A.
- Maximum slide deck ppt pages of 20 excluding cover page, executive summary and appendices.
- **Make sure the theme of the entire slide is cohesive and tells the story.**
- **Make the beginning of the presentation the “Pitch”**
- Appendices unlimited
- Everyone is required to attend class, present in the pre-recording, and introducing yourself before presenting your zoom recording.
- Everyone will be scoring other teams.

PRODUCT CATEGORY: BABY POWDER

Johnson & Johnson


Johnson's
baby
powder
pink blossoms
CLINICALLY
Mildness
PROVEN*
Long-Lasting Fragrance
Johnson & Johnson
50 g
livingsocial

BRAND CHALLENGE

1. Every team will work on a Johnson & Johnson company in "Baby Powder" category for the Thai market. since you are required to interview Thai consumers. CEO to confirm your brands with me.
2. Find out what are the key issues, problems, consumer pain points, opportunities, trends etc. of existing brand. (situational and SWOT).
3. Your new brand does not have to be baby powder or targeted at Babies, but powder that could be extended from Johnson & Johnson Baby Power brand.
4. **The EXECUTIVE SUMMARY is included in the slide deck** (see section on Executive Summary)

Create strategies to grow and defend the brand

- Branding Development Strategies (lesson 9) – choose only 1 and work on it!

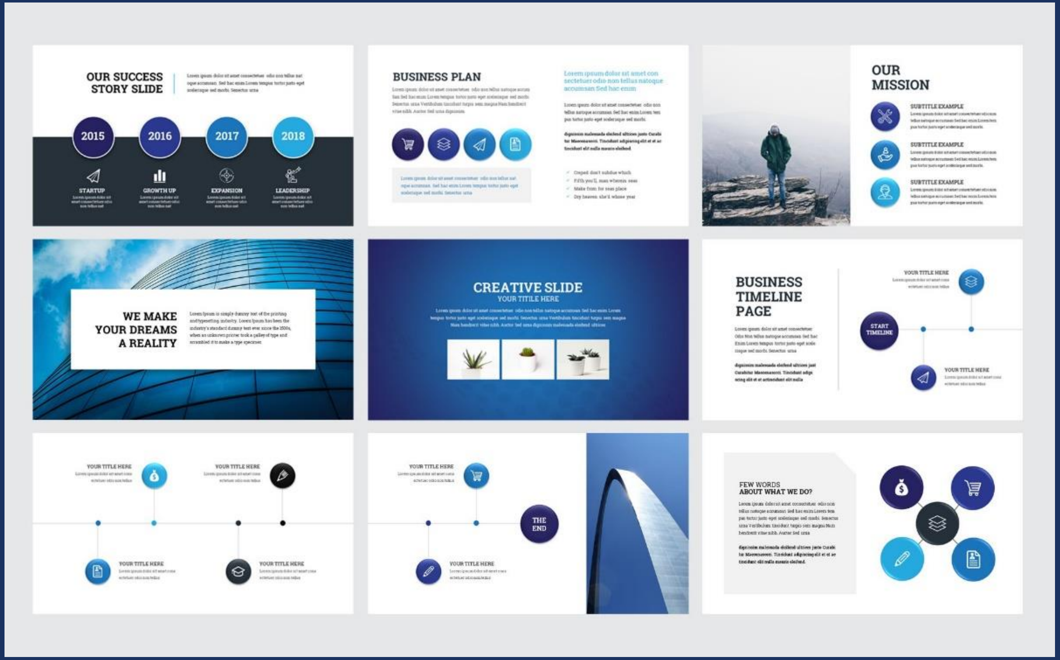
Lesson 9

Brand Strategy

- Line Extension
  - Existing brand names extended to new forms, sizes, and flavors of an existing product category.
- Brand Extension
  - Existing brand names extended to new or modified product categories.
- Multibrands
  - New brand names introduced in the same product category.
- New Brands
  - New brand names in new product categories.

HIGHLIGHTS TO BE INCLUDED

IN THE FINAL PRESENTATION



INCLUDED IN FINAL PROJECT
EXISTING BRAND AND NEW BRAND STRATEGY

Existing Brand

New Brand Strategy

ANALYSIS – EXISTING BRAND

(NOT INCLUDED IN MAIN PRESENTATION, BUT IN APPENDICES)

- **Corporate Vision**
- **Corporate Mission**
- **5C's**
- **SWOT**
- **PESTAL**
- STP
- 4Ps

- Five Levels of Product
- Brand elements,
- Competitor analysis
- CBBE Model
- Brand Persona
- Customer Journey
- Brand's Big Idea

(Lovemarks)

The 5 Cs of Marketing

Company
- What does my company do?
- What are we selling?
- What are our strengths and weaknesses?

Collaborators
- Who am I working with to make my business operate?
- How can I grow and foster these relationships?

Customers
- Who is my target audience?
- Who are my current customers?
- Am I selling what they want?

Competitors
- Who are my primary competitors?
- Are there substitutes for my product?
- Are there emerging businesses or technologies that might impact me?
- What is my uniqueness, and am I leveraging it?

Climate
- What's going on in the industry?
- Are there laws or regulations that impact me?
- How is the current economic situation affecting buying behaviors?

S STRENGTHS	W WEAKNESSES	O OPPORTUNITIES	T THREATS
• Things your company does well • Qualities that separate you from your competitors • Internal resources such as skilled, knowledgeable staff • Tangible assets such as intellectual property, capital, proprietary technologies etc.	• Things your company lacks • Things your competitors do better than you • Resource limitations • Unclear unique selling proposition	• Underserved markets for specific products • Few competitors in your area • Emerging need for your products or services • Press/media coverage of your company	• Emerging competitors • Changing regulatory environment • Negative press/ media coverage • Changing customer attitudes toward your company

P	E	S	T	E	L
- Government policy - Political stability - Corruption - Foreign trade policy - Tax policy - Labour law - Trade restrictions	- Economic growth - Exchange rates - Interest rates - Inflation rates - Disposable income - Unemploy-ment rates	- Population growth rate - Age distribution - Career attitudes - Safety emphasis - Health conscious-ness - Lifestyle attitudes - Cultural barriers	- Technology incentives - Level of innovation - Automation - R&D activity - Technological change - Technological awareness	- Weather - Climate - Environmen-tal policies - Climate change - Pressures from NGO's	- Discrimina-tion laws - Antitrust laws - Employment laws - Consumer protection laws - Copyright and patent laws - Health and safety laws

Corporate Vision
Corporate Mission

5C's
SWOT
PESTAL

STP
Research
Estimated Budgeting

4Ps, CBBE Model
And all New Brand Models,
Communications,

KPI &
Branding Components
Canvas

Corporate Vision
Corporate Mission

5C's
SWOT
PESTAL

STP
Research
Estimated Budgeting

4Ps, CBBE Model
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Marketing Planning Process
STEP ONE
Mission
1 Mission Statement
2 Corporate Objectives
STEP TWO
Situation Analysis
3 Identify Opportunities
4 5C Analysis
(Company, Customers, Competitors, Collaborators, Climate)
5 SWOT Analysis
(Strengths, Weaknesses, Opportunities, Threats)
6 PEST Analysis
(Political, Economic, Social, Technical)
STEP THREE
Marketing Strategy
7 Define Your Target Audience
8 Set Measurable Goals
9 Develop Budget
STEP FOUR
Marketing Mix
10 Product Development
11 Pricing
12 Promotion
13 Place and Distribution
STEP FIVE
Implementation and Control
14 Put Plan into Action
15 Monitor results
Corporate Vision
Corporate Mission
5C's
SWOT
PESTAL
STP
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NEW BRAND STRATEGY
ANALYSIS AND EXECUTION

- **Corporate Vision**
- **Corporate Mission**
- **5C’s**
- **SWOT**
- **PESTAL**

- **New product**
- **STP**
- **4Ps**
- **Five Levels of Product**
- **CBBE Model**
- **Competitive Analysis Strategies**

NEW BRAND STRATEGY
ANALYSIS AND EXECUTION

- **Corporate Vision**
- **Corporate Mission**
- **5C's**
- **SWOT**
- **PESTAL**

- **New product**
- **STP**
- **4Ps**
- **Five Levels of Product**
- **CBBE Model**
- **Competitive Analysis Strategies**

NEW BRAND STRATEGY

- Brand Mission/Vision
- Brand Goals
- Brand Objectives
- Brand Strategy

Not the same, but Aligned with Corporate

What short term and long term strategy you propose?

Note: Financials to support your goals and objectives

BRAND VISION STATEMENT

- A vision statement is a short phrase **describing the future your brand is ultimately working towards.** It simply refers to the ideas behind a brand that help guide the future and captures the change resulting from a brand's work. ... Looking at other successful brands is a great source of inspiration.

Vision statement examples

Princess Margaret Hospital
To conquer cancer in our lifetime.

Ferrari
Italian excellence that makes the world dream

Dove
A world where beauty is a source of confidence, not anxiety.

Volvo
Nobody should die or be seriously injured in a Volvo.

John F. Kennedy
"I believe that this nation should commit itself to achieving a goal, before this decade is out, of landing a man on the moon and returning him safely to earth."

Disney
Make people happy

Honda
Be the company that society wants to exist

Patagonia
Build the best product, cause no unnecessary harm and use business to inspire

Ikea
Create a better everyday life for the many people.

Amazon
Be the world's most customer-centric company.

Waze
Help people work together to improve the quality of everyone's daily driving.

WWF
To reconcile the needs of human beings and the needs of others that share the Earth.

GE
Become #1 or #2 in every market we serve and revolutionize this company to have the speed and agility of a small enterprise.

BRAND GOALS

- Brand goals describe **what a company expects to accomplish with its branding over a specific period of time.** In order to create a successful brand, your branding needs to have a concrete goal and a brand strategy – a long term plan.

- **Example: To be the leader in the Baby Powder in the baby care sector in the Thai Marketing by Q2 year 2022**

BRAND OBJECTIVES

- Goals are the outcomes you intend to achieve, whereas objectives are the specific actions and measurable steps that you need to take to achieve a goal. ... **Objectives are narrower than goals** and are described in terms of specific measurements.

Examples

- Offering a trial period, free product or discount.
- Improving share rates of your social media content by 30%
- Searching for guest blogging opportunities.
- Increasing click-through rates by 15%

- **Example: To be the number one Personal Care Powder in the baby sector in the Thai Market by achieving NPS sales of 300 million THB by Q2, 2022**


S
Specific
- State what you'll do
- Use action words
M
Measurable
- Provide a way to evaluate
- Use metrics or data targets
A
Achievable
- Within your scope
- Possible to accomplish, attainable
R
Relevant
- Makes sense within your job funcion
- Improves the business in some way
T
Time-bound
- State when you'll get it done
- Be specific on date or timeframe
FitSmallBusiness
Get Your Business Into Shape
.com

Goals vs. Objectives

- Goals are where you want to be
- Objectives are the steps needed to get there
- Goals – broad, lofty ideas that are intangible, abstract and may not be measureable; long-term
- Objectives – SMART; short-term

S
- Specific

M
- Measureable

A
- Attainable

R
- Relevant

T
- Time Bound

GOALS VS. OBJECTIVES

Goals: To be the leader in the Personal Care in the baby sector in the Thai Market by Q2 2022

Objectives:

- **(LT) To launch an organic Baby Powder in the baby sector in the Thai Market by achieving NPS sales of 300 million THB by Q2, 2022**

- **(ST) To strengthen Baby Powder brand image to be positive and achieving 70% top of mind brand awareness by Q1, 2022**

- **(LT) to strengthen J & J Brand Umbrella to be a more modern image by measurement via positive brand perceptions by Q1, 2023**

17 Goals and marketing objective examples

1/ Improve brand reputation
Gain and retain a 90% positive share of voice by the end of the calendar year so that prospective customers know, like, and trust us.

2/ Increase brand presence
Publish 4 articles every month on external sources our target audience follows to increase brand presence.

3/ Optimize brand positioning
Define brand positioning statement and communication frameworks by the end of the month so that our team nderstands our strategic differentiators from the competition.

4/ Increase traffic
Test three new traffic generation methods every month to increase traffic month over month by 3%.

5/ Increase suspect pipeline
Increase website conversion rates by 2% by the end of Q2 so that we increase the number of suspects in our marketing to sales pipeline from 500 to 510.

WEBCORELAB.COM

6/ Diversify lead sources
Test two new lead generation sources every month in fiscal year 2020 to find at least two successful methods of generating new demand that we will implement by the end of 2021.

7/ Acquire more prospects from existing market
Implement content upgrades into every blog post by the end of the calendar year to turn 30% of our website visitors into prospective sales leads.

8/ Launch product
Define the go-to-market strategy for Product A by the end of the week so that the team can create all content before the launch date.

9/ Improve product quality
Launch Product A by the end of the month with zero bugs.

10/ Acquire more customers from existing market
Implement off-site tactics to acquire 5% more customers month over month by the end of the fiscal year.

11/ Break into new markets
Research the competition in Market A by the end of Q1 so that we understand how to differentiate Product A positioning to win new marketshare.

12/ Retain existing customers
Reduce bugs to zero for every feature launch so that user churn decreases to 3% by the end of Q4.

13/ Increase efficiency
Publish four blog posts every week by the end of the calendar year.

14/ Increase efficiency
Launch four new products by the end of the fiscal year to increase revenue.

15/ Increase profit margin
Improve brand positioning on ten existing products by the end of the calendar year to increase product value so that we may increase prices for those product lines.

16/ Improve customer experience
Reduce user experience challenges in Product A to improve net promoter scores (NPS) to 70%+.

17/ Improve customer advocacy
Implement a customer ambassador program by the end of the calendar year so that our best customers introduce our product to new prospective customers.

BRAND STRATEGY

- Brand Strategy:
- Brand Development Strategy
- *How does it fit the Brand Portfolio and Brand Hierarchy? (Lesson 9)*

Brand Portfolio

Lesson 9

Brand Strategy

- <u>Line Extension</u>
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NEW BRAND STRATEGY

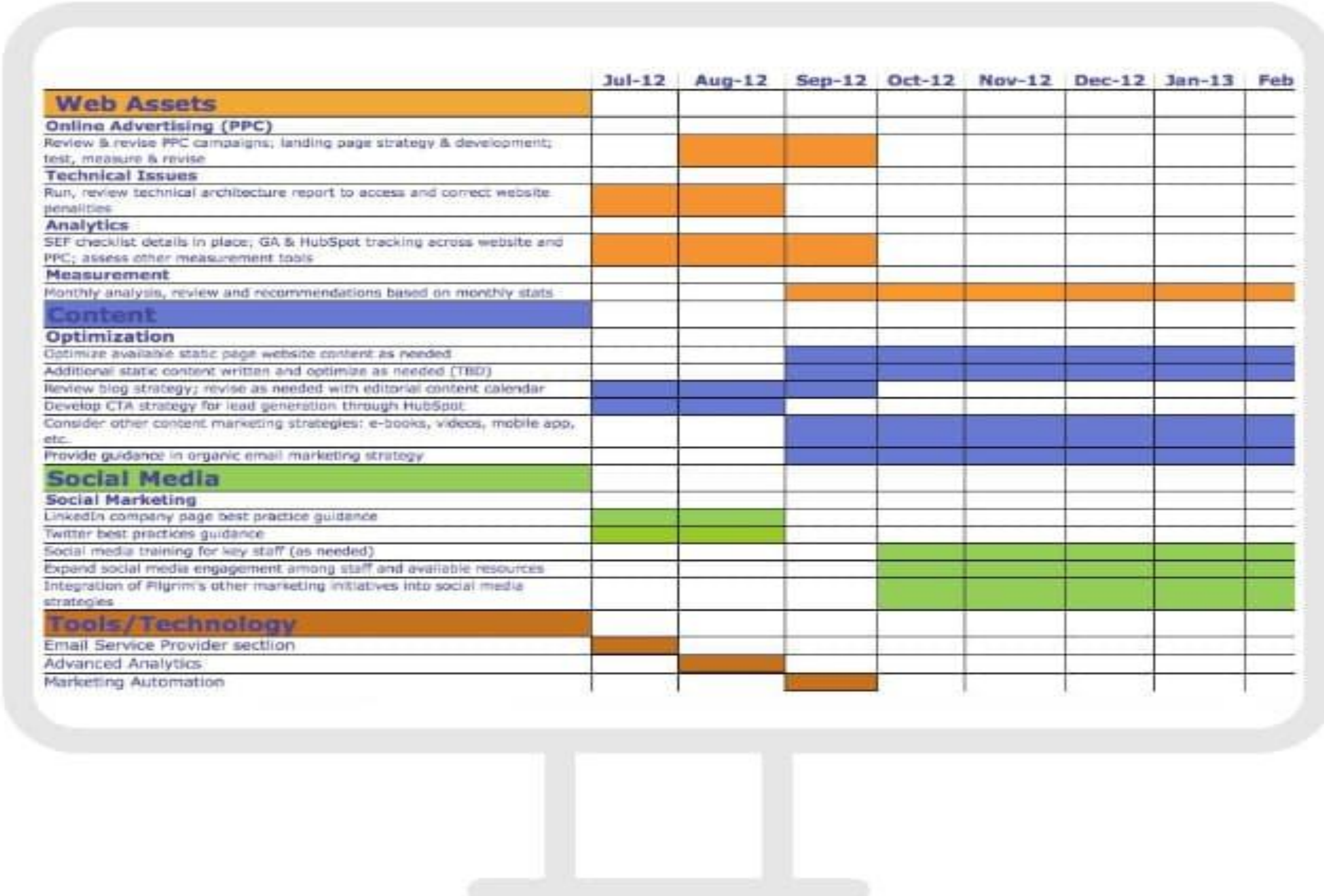
EXECUTION INCLUDING PLANS AND VISUALS – KEY MODELS

1. Brand Elements
2. Brand Mantra
3. Brand Persona
4. Customer Journey
5. Brand's Big Idea, Lovemark

NEW BRAND STRATEGY
EXECUTION INCLUDING PLANS AND VISUALS

1. IMC strategy
2. Promotional Strategy (short term)
3. Television Advertisement, mobile, apps, print ads, etc.
4. Brand Activation Campaign
5. Direct and Digital Marketing activities,
6. Gantt Charts,

Please note: Should use AIDA model, SMILE criteria as guidelines.



Jul-12
Aug-12
Sep-12
Oct-12
Nov-12
Dec-12
Jan-13
Feb
Web Assets
Online Advertising (PPC)
Review & revise PPC campaigns; landing page strategy & development; test, measure & revise
Technical Issues
Run, review technical architecture report to access and correct website penalities
Analytics
SEF checklist details in place; GA & HubSpot tracking across website and PPC; assess other measurement tools
Measurement
Monthly analysis, review and recommendations based on monthly stats
Content
Optimization
Optimize available static page website content as needed
Additional static content written and optimize as needed (TBD)
Review blog strategy; revise as needed with editorial content calendar
Develop CTA strategy for lead generation through HubSpot
Consider other content marketing strategies: e-books, videos, mobile app, etc.
Provide guidance in organic email marketing strategy
Social Media
Social Marketing
LinkedIn company page best practice guidance
Twitter best practices guidance
Social media training for key staff (as needed)
Expand social media engagement among staff and available resources
Integration of Pilgrim's other marketing initiatives into social media strategies
Tools/Technology
Email Service Provider section
Advanced Analytics
Marketing Automation

NEW BRAND
KEY SUPPORT AND MEASURES:

- **KPIs and Financial Estimates**
- **Branding Components Canvas**

- Results of your primary and secondary research including consumer in-depth interviews and surveys on finding consumer insights including testing your new product concepts and how you utilized in your strategy.
- You are required to create 2 new concept strategies. The winning one will be developed into brands.

- Key Learnings and challenges from this class.

Branding Components Canvas

Story

Persona	A descriptive summary of your target customer (Using the Buyer Persona template)		
Brand Personality	6 words that describe your brand personality, voice and values (use the Brand Personality Adjective Board for this)	**Name**	Your business or product name
Brand Description	Describe what this Brand Personality Adjective means for you and your organisation	**Unique Value Proposition**	For ________ (target customer) who ________ (statement of the need or opportunity) our (product/ service name) is ________ (product category) that (statement of benefit) ________.
Brand Adjectives Do	Do use the Brand Adjective like this		
Hero Journey	The heart and soul of your brand - the story of how your solution helps your target customer achieve their deepest held aspirations (Using the Hero's Journey Template)		
Brand Adjective Don't	Don't use the Brand Adjective like this	**Promise**	The promise your brand makes is a to-the-point and an easy to remember version of your positioning statement or Unique Value Proposition. The bumper sticker for your brand (2-5 words)

Symbols

Typography	The arrangement of type (typeface, size, length, spacing, etc.) that best helps convey your brand's story.
Colour Palette	The 2-5 colours that represent your brand personality and help communicate your brand story to your target customers.
Logo	The primary symbol used to embody and communicate the brand.
Imagery	Example images and guidelines used to ensure the images used in conjunction with your brand are consistent with the brand story.

Strategy

Awareness	The channels, methods and materials you will use to help your target customer become aware of your brand.
Sale	The channels, methods and materials in your brand will present itself at the time of sale.
Delivery	How your branding and brand promise will be incorporated at the time of delivery.
Use or Post-Delivery	The ways in which your customers will interact with and share your brand with others.

https://www.inboundrocket.co/

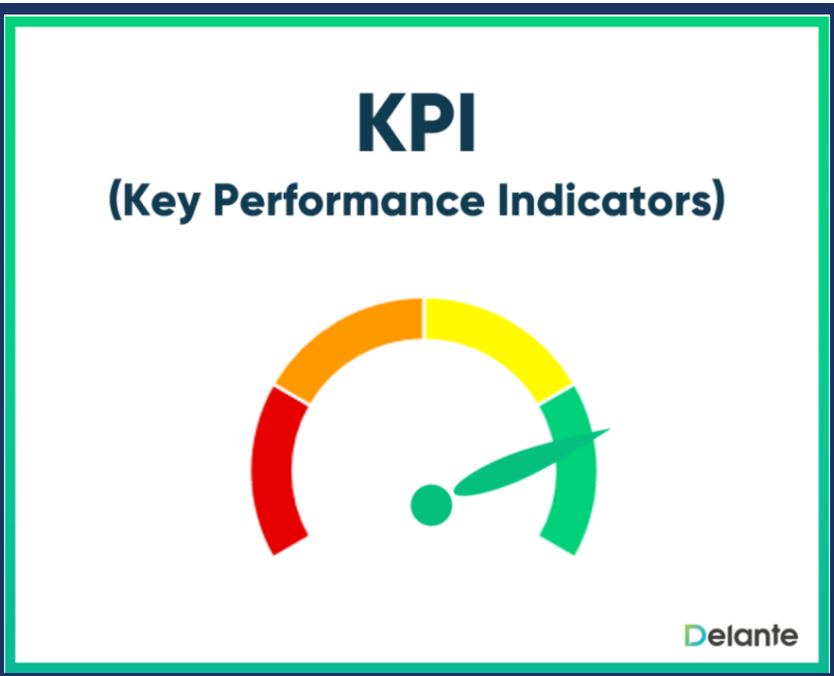
Story			Symbols		Strategy	
Name	SolarCity	**Persona**	Typography	Lorem ipsum dolor	Awareness	Digital Ads, Retail partners, Malls, canvassing
Positioning Statement	For homeowners with high energy bills, SolarCity is the leading solar power provider in the US. Unlike fossil fuel our power is both affordable and sustainable.	Holly Lives in Southern California Owns their home HHI: $80-150k Energy bills over $150/mo Wants to conserve energy to protect the environment Loves Apple products	Color Palette		Sale	Salesperson's shirt, Brochure, Agreement
Promise	Power Forever	**Storyboard**	Logo	SolarCity	Delivery	Branded truck, branded technicians shirt, welcome packet, yard sign
Personality	Clean, Efficient, Happy, Modern, Practical, Responsible	Holly pays her electric bill every month for $150/mo. She feels like she can't get ahead financially even with her high HHI. She tried saving money by not running the AC but that just left her uncomfortable. She wished she could be comfortable, save money and curb global warming. That's when SolarCity Direct knocked on her door and offered solar for less than she pays Edison and that helps her stay comfortable and protect the environment. She signed up and feels great about her savings, comfort and environmental contribution.	Imagery		Post-Delivery	Smartphone App, monthly bill, monthly email, Ambassador program (referrals)

CRITERIA FOR JUDGEMENT

I will be giving scores based on the following 4 criteria for the presentation section:

1. Strategy: How well you introduce your marketing plan in terms of idea, integration, and rationalization.
2. Purchase Intent: How high would be your purchase intent? Would I as a consumer want to purchase your new brand or not?
3. Creativity: You should let your imagination run wild since you want to stand out in the market. So design your new brand to be impactful and memorable.
4. Teamwork: Everyone present should present on that day and be able to answer the Q&A questions professionally – with support and confidence.

BRAND MEASUREMENT TEMPLATES



			Measurement Tools
Reach	Pre-site Engagement	Impressions Clicks CTR Viewability	Campaign Manager Google Ads
Engagement	On-Site Engagement	Lands Dwell Time Conversions Organic Traffic	Google Analytics Adobe Analytics LEAD FORENSICS DEMANDBASE
Brand Perception	Post-site Impact	Mentions Quantitative Qualitative Searches	sysomos Buzzsumo Kingpin
Sales Impact	Business Impact	Direct Contribution Attributed Contribution Deal Size Sales Velocity	salesforce Marketo ORACLE + NETSUITE

Tools for Measuring KPIs

Tools for Measuring KPIs	Awareness KPIs	Consideration KPIs	Action KPIs
YOUTUBE ANALYTICS GOOGLE ANALYTICS ADWORDS	Views Impressions Unique users	View-through rate Watch time	Clicks Calls Signups Sales
BRAND LIFT	Awareness lift Ad recall lift	Favorability lift Consideration lift Brand interest lift	Purchase intent lift
GOOGLE CONSUMER SURVEYS	Answers to custom questions		

Measure	Reach	Act	Convert	Engage
Brand measures	‣ Unique visitors ‣ New visitors ‣ Brand/direct visits ‣ Audience share (vs competitors)	‣ Lead volume ‣ % product/service interactions ‣ Pages per visit	‣ Sales volume ‣ Lead volumes ‣ Follower or fan volumes	‣ Email list quality ‣ Repeat transactions ‣ Repeat visits ‣ Exit surveys - 4Q
Content performance measures	‣ Share of audience ‣ Key sites with your content visible in search ‣ Follower or Fan volumes ‣ Share of search / search presence (findability) ‣ Inbound links ‣ Referring domains	‣ Page engagement rate (Bounce, pages per visit, duration) ‣ Shares by users (shareability) ‣ PostRank score ‣ Comments and site interactions	‣ Lead sign-up and conversion rate by engagement tool ‣ Subscription to email or RSS	‣ Active customers % (site and email active) ‣ Conversion to Fan or Follower ‣ % social interactions with content such as Fan page comments ‣ Repeat conversion rate ‣ Email open and CTR
Commercial measures	‣ Cost per click and cost per sale ‣ Brand awareness	‣ Goal value per visit ‣ Online lead contribution (£, % of total) ‣ Cost per lead ‣ Customer satisfaction	‣ Conversion rate to sale ‣ Channel conversion rate ‣ Online-originated sales, revenue and product ‣ Avg order value or cost per sale	‣ Retained sales growth and volume ‣ Revenue per visit ‣ Revenue per channel and category ‣ Lifetime value of customer / loyalty

JOHNSON & JOHNSON BABY POWDER

FINAL PROJECT BRIEFING

OVERVIEW

- Johnson & Johnson manufacture of baby products
- Leader in baby care market
- But shares decline
- Global Brand Image – hurt by Baby Powder
- Big players like Osotsapha innovations
- **Need to defend and grow market share**
- **What are the Short term Strategies ?**
- **What are the Long term Strategies? Branding Strategies**

Best
for Baby

JOHNSON & JOHNSON BRAND IMAGE

- Johnson & Johnson: Baby Powder
- People know Johnson & Johnson from one of its most iconic products: Johnson's Baby Powder. But consumers have lost trust in the company over that once-popular product.
- The baby powder uses crushed talc which absorbs moisture and decreases friction to keep skin dry and prevent rashes. Many sources of talc have natural contamination of asbestos which causes mesothelioma. But it seems that Johnson & Johnson didn't focus on this issue in their baby powder.
- Asbestos-related diseases usually occur years after regular exposure. The company always denied that the product caused cancer. But documents in 2017 revealed that executives knew of asbestos liabilities as early as the 1970s.
- As a result, the company faced legal issues over asbestos exposure from the well-known product. This included over 6,500 lawsuits for the powder causing ovarian cancer and mesothelioma cancer.
- Johnson & Johnson voluntarily recalled over 33,000 bottles after discovering one contaminated bottle purchased from an online retailer. The company agreed to settle lawsuits and paid huge fines to affected plaintiffs. It also states that thousands of tests over the past 40 years always confirmed that the talc has never before contained asbestos

FDA REASSURES OVER ASBESTOS IN BABY POWDER

PUBLISHED : 22 OCT 2019 AT 19:17

WRITER: POST REPORTERS

A bottle of Johnson & Johnson's Baby Powder is seen in a photo illustration taken in New York in 2016. (Reuters photo)

FDA REASSURES OVER ASBESTOS IN BABY POWDER

PUBLISHED : 22 OCT 2019 AT 19:17

WRITER: POST REPORTERS

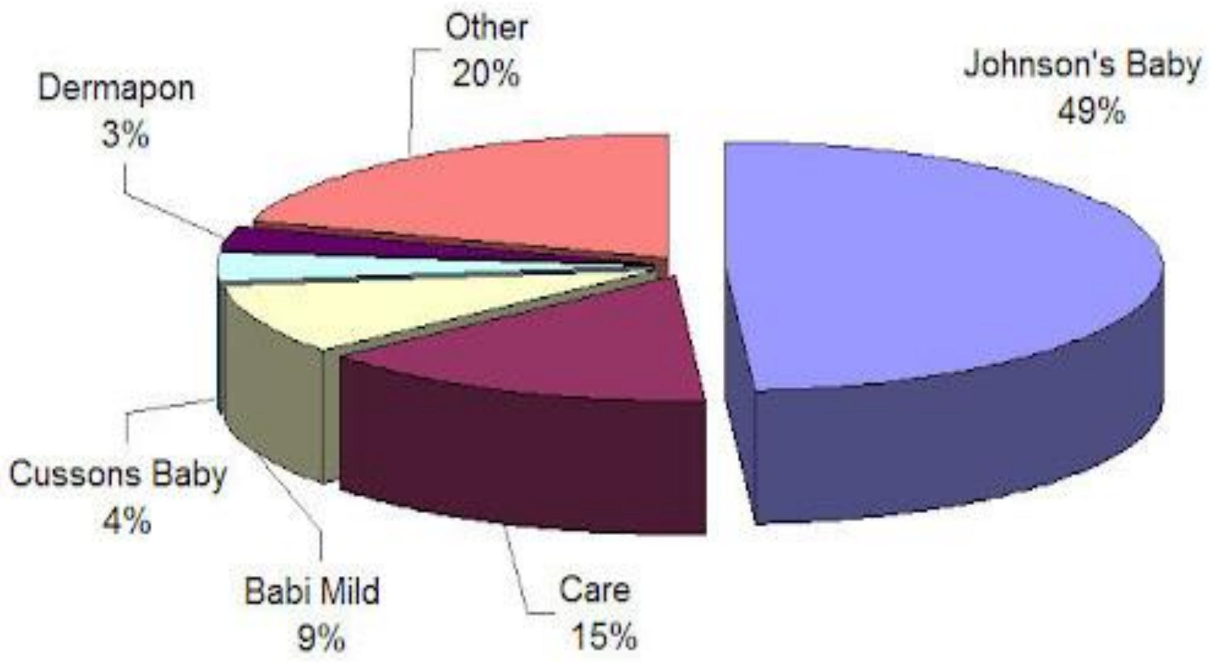
- The Thai Food and Drug Administration (FDA) on Tuesday assured consumers no traces of asbestos have been found in any baby powder products sold in Thailand, saying the FDA began screening for asbestos in these items in 2009.
- The assurance came after the US FDA on Friday warned consumers to stop using Johnson's Baby Powder products from lot #22318RB after health regulators found trace amounts of asbestos in a bottle purchased online.
- The discovery has prompted health care giant Johnson & Johnson to recall 33,000 bottles of baby powder in the US.

CAPTURED NEWS ARTICLES

- August 09, 2019 08:45 AM Eastern Daylight Time
- LONDON--(BUSINESS WIRE)--The global baby powder market is expected to post a CAGR of over 5% during the period 2019-2023, according to the latest market research report by **Technavio.**
- The global baby powder market is expected to post a CAGR of over 5% during the period 2019-2023, according to the latest market research report by Technavio.
- Tweet this
- The availability of natural baby powders in the market is increasing their consumption, globally. Organic baby powders contain more natural ingredients and less or negligible amounts of synthetic additives, colors, perfume, and artificial preservatives. Therefore, these products are less likely to cause any adverse reactions. Several vendors in the global baby powder market offer organic and natural ingredient powders, for instance, Johnson & Johnson offers Aloe & Vitamin E Powder for babies, which includes naturally derived ingredients such as Zea Mays (Corn) Starch and Calcium Hydroxyapatite. Moreover, several vendors are quite transparent about the ingredients used in organic baby powder in a bid to win consumers confidence. This will encourage the use of these products in baby care. Therefore, the increase in the demand for organic baby powders will boost market growth.

BABY CARE PRODUCT

MARKET SHARE IN THAILAND



BABY POWDER MARKET

COMPETITORS

Cussons baby

Baby Powder

COMPETITORS

COMPETITORS – NON BABY POWDER

EXECUTIVE SUMMARY TEMPLATES

WHAT IS AN EXECUTIVE SUMMARY?

- What is included? An executive summary should **summarize the key points of the report**. It should restate the purpose of the report, highlight the major points of the report, and describe any results, conclusions, or recommendations from the report.

- The following executive summary PowerPoint summarizes the major points an executive needs to know for **a business review**. The slide covers, key milestones, market share and growth, product profile, company strategy, revenue, and profit, all in a structured way.

Components Of Business Plan Executive Summary

Executive Summary

Enter Your Sub Headline Here

Market

- *This slide is 100% editable.*
- Adapt it to your needs and capture your audience's attention.
- *This slide is 100% editable.*
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Driver & Challenges

Divers:

- *This slide is 100% editable.*
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Challenges:

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Trends

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Competitive Landscape

Major Player		
Company 1	Company 2	Company 3
Company 4	Company 5	Company 6

Executive Summary

Background

- Add details on company's history
- Previous line of services
- How it all started etc.
- Other key points

Capabilities

- Key services offered/ Production capacity
- Milestones achieved in services offered/ production
- Key projects handled

Accreditation

- List of main accreditation, if any

Promoters and Shareholding

- One liner on CMD's background
- One liner on CEO's background
- One liner of company's key shareholder; e.g. PE investor

Financial Highlights

Company's

Vision

This slide is 100% editable. Adapt it to your needs and capture your audience's attention

Mission

This slide is 100% editable. Adapt it to your needs and capture your audience's attention

CAGR		
R	E	NI
32%	30%	83%

This Slide Is 100% Editable. Adapt It To Your Needs And Capture Your Audience's Attention.

Executive Summary of an Effective Marketing Plan

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Company Overview

- A Financial services company that offers products such as saving account, deposits, loans, and insurance solutions
- The company has operations across United States, and it serves individuals, SMEs, HNWIs, and corporate customers
- Add text here

Target Market and Key Customers

Sectors	Customers
Corporate/SME	Small Businesses
Education	Youths
Agriculture	Farmers
Housing	Middle class Group

Marketing Strategies for Growth

Agreements with Valuable Partners

- Partnership with hospitals to offer savings funds for newborns
- Agreements with real estate agencies to get clients for Home loan products
- Add text here

Focusing on Market with Uniqueness

- Company's mobile app outperform all its rival companies in case of ease of getting loans and repayment of money
- Focusing more on untapped market for e.g. Generation Z

Investing more in Digital Marketing

- Focuses more social media platforms for promoting financial education, new products, digital banking benefits etc.
- Using new technologies and advanced analytics to target consumers

Company's Vision

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Company's Mission

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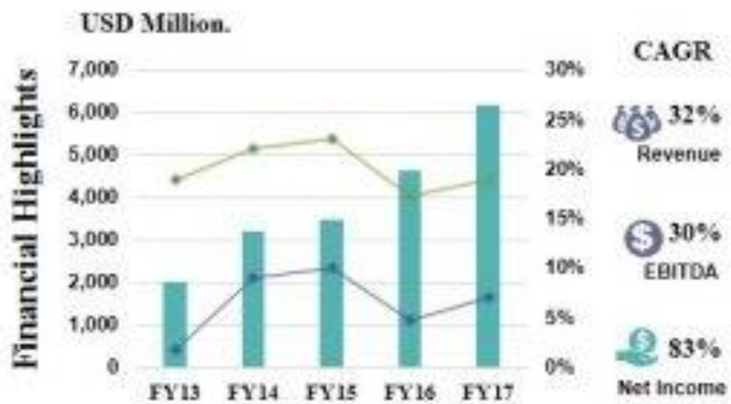
Promoters and Shareholding

- One liner on CMD's background
- One liner on CEO's background
- One liner of company's key shareholder: e.g. PE investor



Executive Summary

Background

- Add details on company's history
- Previous line of services
- How it all started etc.
- Other key points

Capabilities

- Key services offered/Production capacity
- Milestones achieved in services offered/production
- Key projects handled

Accreditation

- List of main accreditation, if any

Executive Summary PowerPoint Template

Biggest Market Share player

15K+ Team members

55K+ customers

11B Market Cap Annually

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IOT PLATFORM

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TECHNOLOGY PLATFORM

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ANALYTICS PLATFORM

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Executive Summary Template

Punch Statement

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The Problem

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The Solution

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The Opportunity

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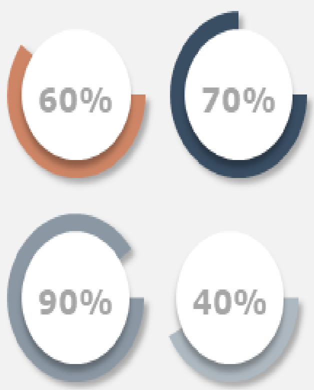
Investment Strategy



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Our Team

Name

Designation

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Name

Designation

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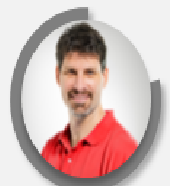

Name

Designation

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Branding Example

Thank you

KANOKPAN PONGPITPATANA

Brand Management

JINNA WICHAKOON

Sales, Analytics & Insight

SAROCHA THONGPRACUM

Finance, Product Supply

THE TEAM: HAIR EXPERTS

Executive Summary

Recommendations leading to the final outcome

OBJECTIVE	STRATEGIES	RATIONALE	IMPACTS
PANTENE wants to increase sales in Thailand by 8% in value by 2020 by attracting younger audience (age 15-25)	**Product launch through #PanteneFestivalHair** - Launch Pantene Rose Water and Pantene Charcoal at **music festivals,** like Wonder Fruit and Kolour in the park together with **onsite hair station**	65% of Gen Z **prioritizes scent and packaging** as one of the top three factors when making decision about shampoo Three-fourth of the girls are willing to **pay more** for the shampoo that is **free of silicone, sulfate and paraben**	**Unveil the premium and fresh side** of brand while say **goodbye to'grannie'** image Pantene Pro-V blend line become the core product that sell to Gen Z consumers
	instaGLAM - Attract follower with **fun filters** and create **buzz** - Create customer engagement with contents **- Beauty Advisor**	Spend average **1.5 hours on Instagram to update trends** and exposed to a lot of **online reviews** Most girls **make decision on their owns** with **lack of Pantene product variety knowledge**	Increase Brand Awareness, Consideration, Brand Interest, Purchase Intent among Gen Z Strengthen the sense of **personalization**

Data analysis

Current perception and perceptual map shifting completion

PANTENE
26.5%
currently using Pantene

62.3%
tried Pantene and currently using the other brands

Top three reasons WHY they changed

'the formula **did not match** their hair concerns'

'already exposed by **competitors' reviews and the buzz**'

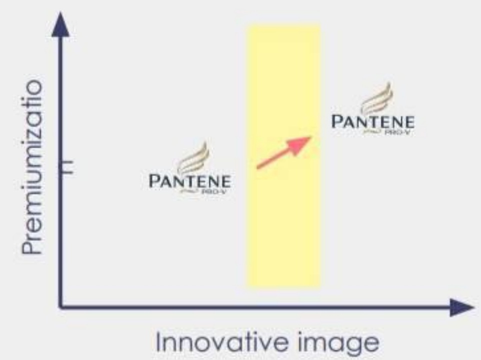
'need more aromatic and lingering **scent**'

31%
Take advices from **brand application or techonologies** at point of sale

51%
do not take sales person's advice into consideration and **make their own decision**

Key insights

Even though Pantene has a **handful of product collections** covering various hair challenges, consumers still feel like there is **no suitable formula from Pantene for them.**
Generation Z tends to **follow the crowd** and leans towards **innovative product with nice scent**



Fulfil this gap by diminishing negative brand perception and broadening the recognition of Pantene as premium mass brand

*'Pantene should adopt the integrated strategy that both **truly communicates** with the gen z consumers, **answer their personal needs**, and implement the **marketing plans that impulse shoppers** to make a purchase at point of sales without '*

NEW PRODUCT CONCEPT

SHORTCUT ON HOW TO CREATE ONE

NEW BRAND
KEY SUPPORT AND MEASURES:

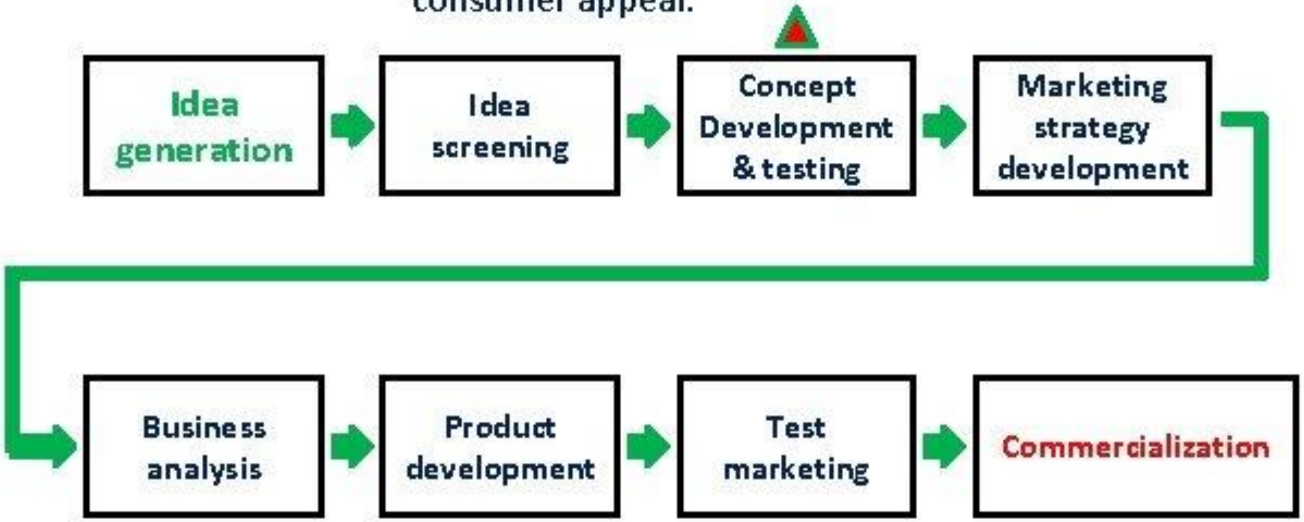
- **KPIs and Financial Estimates**
- **Branding Components Canvas**

- Results of your primary and secondary research including consumer in-depth interviews and surveys on finding consumer insights including testing your new product concepts and how you utilized in your strategy.
- You are required to create 2 new concept strategies. The winning one will be developed into brands.

- Key Learnings and challenges from this class.

New Product Development Process

Development an attractive idea into a **product concept** which provides more detailed stated in meaningful consumer terms. Then **test** new-product concepts with a group of target consumers to find out if the concepts have strong consumer appeal.



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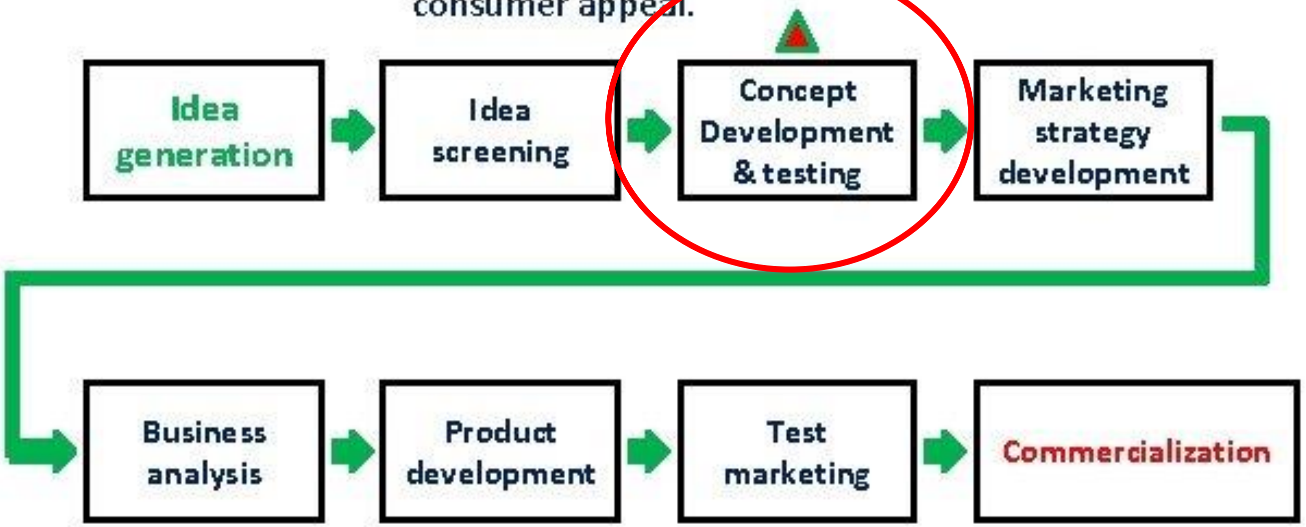
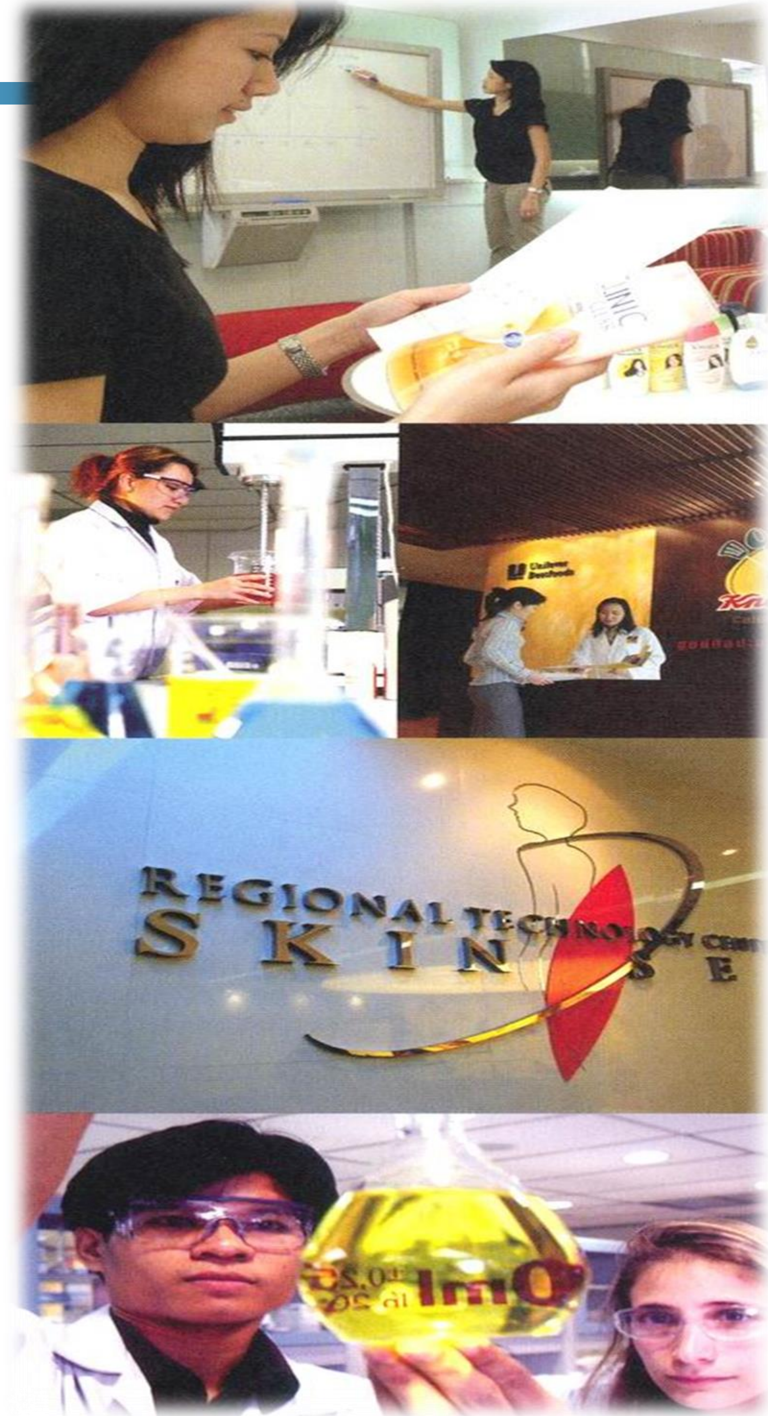


Form **(the physical thing created, or, for a service, the set of steps by which the service will be created)**

Technology

(the source by which the form is to be attained)



Benefit/Need

(benefit to the customer for which the customer sees a need or desire)

Technology **permits us to develop a** ***form*** **that provides the** ***benefit*****.**

SOME PATTERNS IN CONCEPT GENERATION

Customer has a NEED, which a firm finds out about. It calls on its TECHNOLOGY to produce a FORM that is then sold to the customer.

A firm has a TECHNOLOGY that it matches with a given market group, and than finds out a NEED that group has, which is then met by a particular FORM of product.

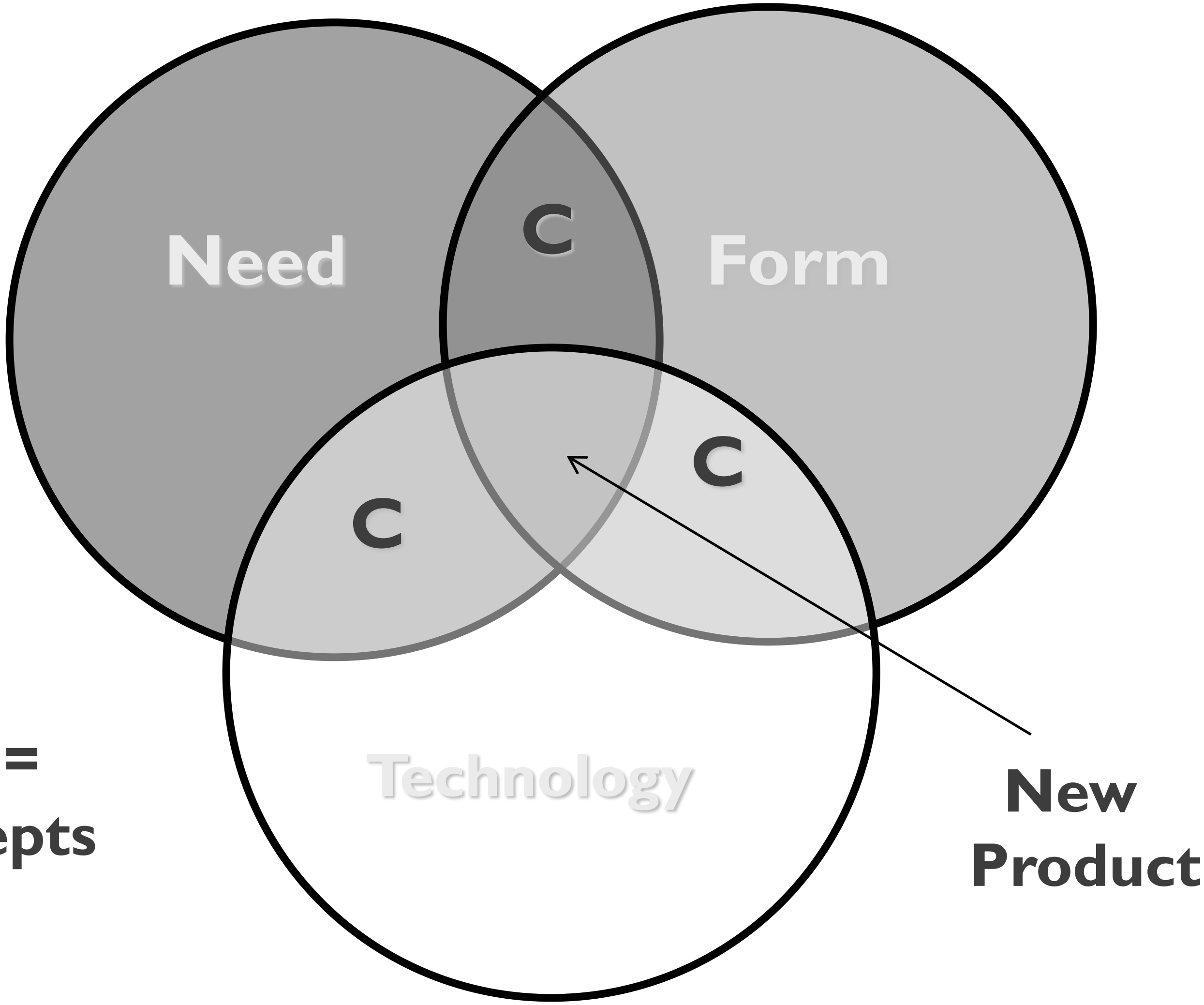
A firm envisions a FORM of product, which is then created to use of a TECHNOLOGY and then given to customers to see if it has any BENEFIT.

CONCEPT STATEMENT

- **A product concept is a verbal or prototype statement of what is going to be changed *and* how the customer stands to gain or lose.**
- ***Rule: You need at least two of the three inputs to have a feasible new product concept, and all three to have a new product.***

NEW PRODUCT CONCEPTS AND THE NEW PRODUCT

Figure 4.4



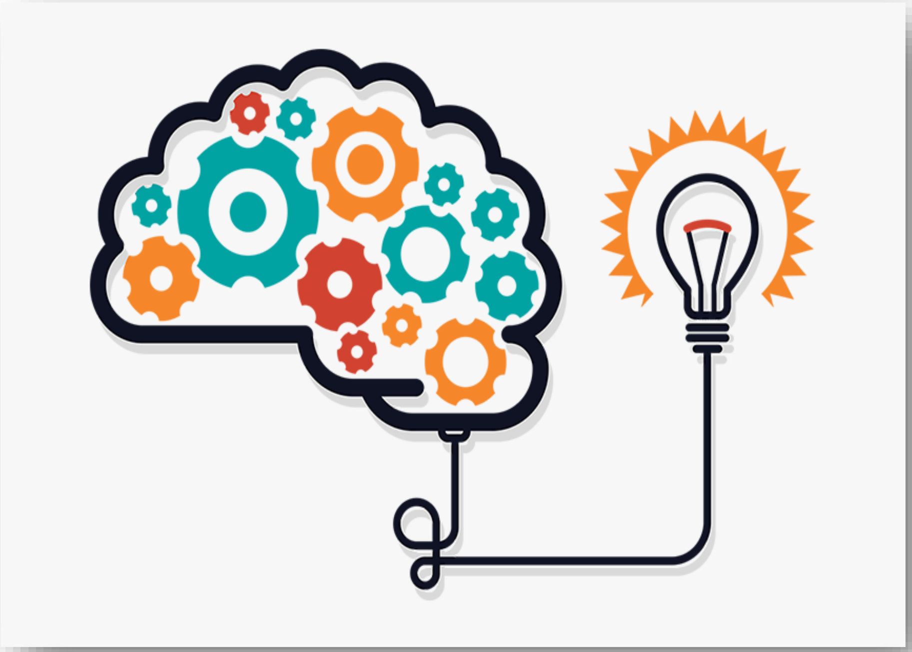
"C"= Concepts

THE DESIGNER DECAF EXAMPLE

- ***Benefit:*** "Consumers want decaffeinated espresso that tastes identical to regular."
- ***Form:*** "We should make a darker, thicker, Turkish-coffee-like espresso."
- ***Technology:*** "There's a new chemical extraction process that isolates and separates chemicals from foods; maybe we can use that for decaffeinating espresso coffee."

Why would each of these taken individually not be a product concept?

A new product concept is basically **a blueprint for your idea**. When developing a new product concept, you should: describe it from your customers' point of view. list features and benefits of your product that may appeal to customers. research and determine your target audience.



QUESTIONS FOR PRODUCT CONCEPT TEST

1. How unique is the concept?

A……B……C…..D? Why?

Which one is the most unique and why?

2. How believable is the concept?

A……B……C…..D? Why?

Which one is the most believable and why?

3. How important to the problem is the concept?

……B……C…..D? Why?

Which one is the most important to problem and why?

4. How interesting is the concept?

A……B……C…..D? Why?

Which one is the most interesting and why?

5.How realistic, practical and useful is the concept?

A……B……C…..D? Why?

Which one is the most realistic, practical and useful and why?

6. What is their reaction to the price?

A……B……C…..D? Why?

7. Problems they see in use

A……B……C…..D? Explain ?

8. Which concept do they like the most?

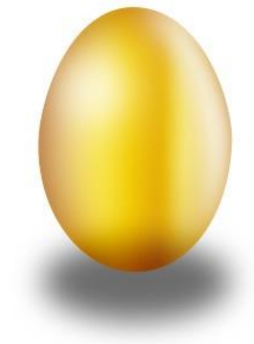
A……B……C…..D? Why?

PRODUCT CONCEPT EXAMPLES
EGG EXAMPLE

UNBRANDED

PRICE OF PRODUCT TO BE INCLUDED

CONCEPT 1: BEAUTY EGG



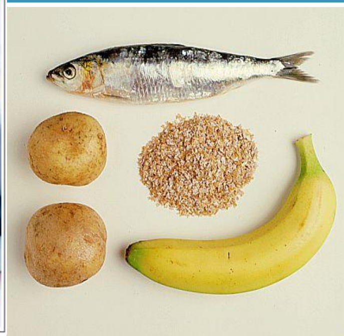
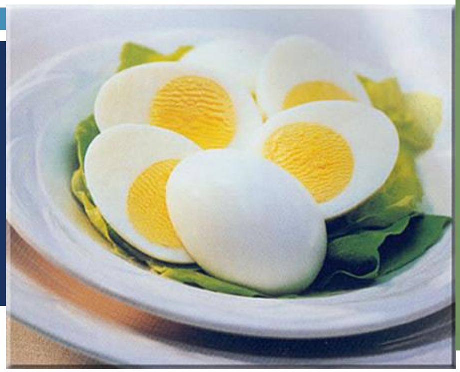
- **English Version:**

  You don't have to eat salads every meal just to look and feel beautiful. Yes, we have a Beauty Egg just for your that will make your skin look so healthy and radiant, plus eating will be an extreme pleasure. The Beauty Egg which contains Tumeric known for centuries have always been an important part of Chinese herbal medicine and Ayurvedic medicine in India. Its main ingredient curcumin doesn't only give a delicious golden shimmering coloring to the egg, but also is an antioxidant, lowers cholesterol levels and helps improve blood circulation. You'll definitely have a delicious egg meal packed with natural proteins and antioxidants guaranteed to give your skin a healthy glow. You could choose to buy eggs that come both in raw form so you to cook according to your recipes and hard boiled to be readily eaten. The egg costs 29 Baht each.

- **Thai Version**

CONCEPT 2:BRAIN BOOSTER EGG




- **English Version:**

Some people weren't born smart or some just want to be smarter! But do you know that healthy eating makes the brain function better? Yes we have the Brain Booster Egg, with concentrated Vitamin B Complex essential for the healthy functioning of the nervous system and helps improve memory. So with just one egg, you could work smarter and feel less tired since the Brain Booster Egg will also provide essential proteins to recharge you with energy throughout the day. The savoring tastes of rich Vitamin B with proteins makes the yolk a natural delight!   Why not eat smarter and live smarter? You could choose to buy eggs that come both in raw form so you to cook according to your recipes and hard boiled to be readily eaten. The egg costs 29 Baht each.

- **Thai Version:**

CONCEPT 3: NUTRITIONAL EGG



- **English Version**

  Are you always on the go? No time to eat? What a pity, picking up junk food on the way work just to eat in 5 minutes.? Well, we have just the solution for you! Our Nutritional Egg with concentrated vegetables and multi-vitamins to give you a full meal in just one egg. Guaranteed to satisfy your hunger as the ingredients will also make you healthier, prevent deficiency, and relieve stress .Also for those of you who don't like eating vegetables, this is a chance for you to eat as much veggies as you want in a single egg which comes in a appetizing green natural color and taste eaten any time of the day. Both delicious and full of nutrients ,you could choose to buy eggs that come both in raw form so you to cook according to your recipes and hard boiled to be readily eaten. The egg costs 29 Baht each.

- **Thai Version:**

CONCEPT 4:DIET EGG

- **English Version**

Can’t seem to loose weight again? The challenge remains tough for women to both loose weight and maintain it. We have a Diet Egg that doesn’t only help you loose weight but also satisfies your appetite. Packed with White beans and Green tea. White beans are low in calories, high in fiber and the best part release fiber slowly into your blood stream, making you fuller longer….As for Green tea, it contains a powerful antioxidant known as epigallocatechin gallate (EGCG), which has been shown to elevate metabolic rate for increased lipolysis, or fat burning. So with a superb combination of White beans and Green tea both natural and safe you could loose weight faster and be beautifully fit! Why not loose weight with a deliciously natural tasting Diet Egg to satisfy your hunger pains as its protein and fiber enriched ingredients will become part of your life. You could choose to buy eggs that come both in raw form so you to cook according to your recipes and hard boiled to be readily eaten. The egg costs 29 Baht each.

- **Thai Version:**

The brand development process

Measure, evaluate and adjust

Analyse your market → Define your brand goal → Segment, target and position → Build your brand identity → Brand activation

	Analyse your market	Define your brand goal	Segment, target and position	Build your brand identity	Brand activation
Action	Use market research and competitor analysis	Set your brand vision and purpose.	Align audience needs with your brand benefits	Define the DNA of how your brand works	Create brand plan and activity calendar
Why?	Identify opportunities and issues in the market	Give clear direction for strategy and actions	Prioritise opportunities & define brand's uniqueness and relevance	Guarantee consistent delivery across all activity	Drive growth & create happy customers

THREE-BRAINS

Executive Summary

Corporate Vision
Corporate Mission

5C's
SWOT
PESTAL

STP
Research
Estimated Budgeting

4Ps, CBBE Model
And all New Brand Models,
Communications,

KPI &
Branding Components
Canvas