

BA291: Introduction to Business

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Class #12

5. MARKETING

- a.** Identify your company's core values.
- b.** Your company's marketing campaign that was a failure or wasn't as successful as it could have been
- c.** What went wrong or could have been done better?
- d.** Your company's core values as compared with those you believe were expressed in the marketing campaign, and whether they were consistent or not
- e.** What would you have done if you were the CMO?

Let's talk about marketing!



Let's talk about marketing!

What is marketing?

Have you been
involved with the
marketing process?



Let's Talk About Marketing!

BOOK DEFINITION

“Marketing is managing
profitable customer relationships.”

Kotler, Philip, and Armstrong, Gary. Principles of Marketing, 13th Edition. New Jersey: Pearson Education, Inc., 2010.

Let's Talk About Marketing!

“The process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return.”



Kotler, Philip, and Armstrong, Gary. Principles of Marketing, 13th Edition. New Jersey: Pearson Education, Inc., 2010.

Let's Talk About Marketing!

MY DEFINITION

“All value-creating activities undertaken by entities (e.g., organizations) to attract and maintain support from customers and other stakeholders.”

Sianan, Marcus. Principles of Himself, Zero Edition.
Texas: For Your Entertainment Only, Inc., 2015.

Let's Talk About Marketing!

-This definition makes it easier for you to imagine what marketing is and can be!

1. How do you support a company?
2. What are some marketing activities?

Let's Talk About Marketing!

- Changing the price of a product
- Fashion designer creates a new line
- Car company adds a new model
- Advertising (cinema, radio, TV, Internet, print, billboard, etc.)
- Public relations
- CSR
- Trade shows

Let's Talk About Marketing!

- Word of mouth
- Distribution
- Job advertisements
- Stock news
- Branding
- Trigger scents, colors, and packaging
- Me!
- And more

*It's not just advertising!



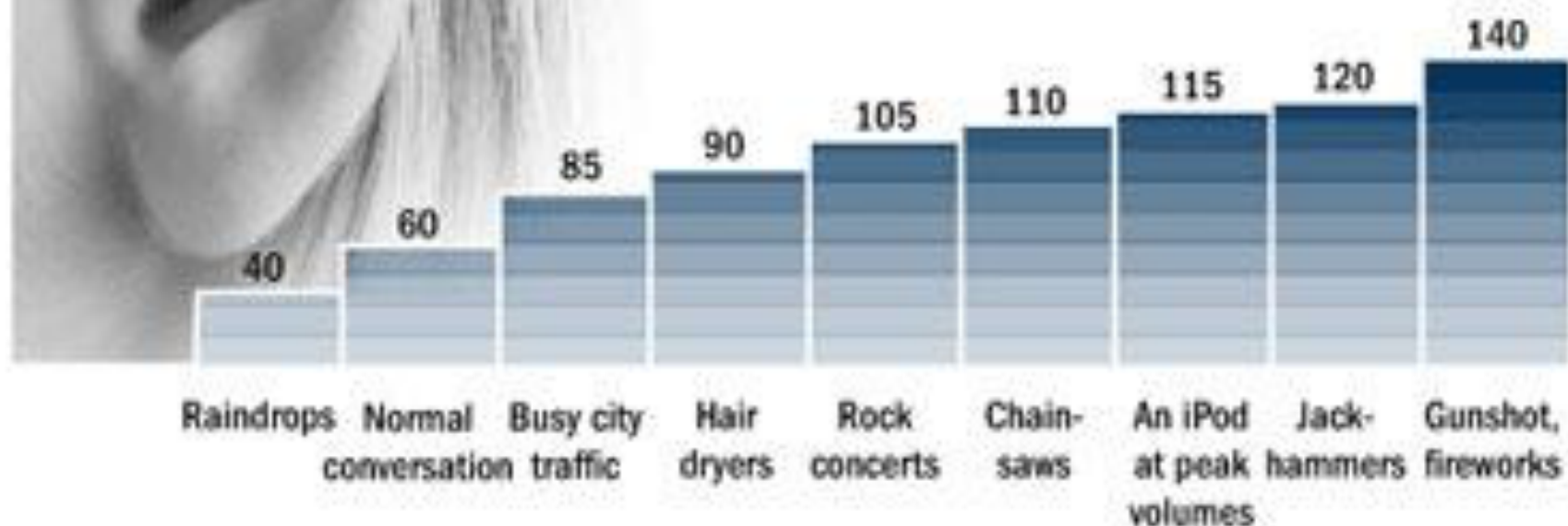
Marketing, the Great and Powerful!

-Decibel levels at Abercrombie, Hollister, and H&M?



How Loud Is Too Loud?

Noise-induced hearing damage is related to the duration and volume of exposure. Government research suggests the safe exposure limit is 85 decibels for eight hours a day. Some common decibel levels:



Sources: dangerousdecibels.org; WSJ research

-Any sound above 85 dB can cause **hearing loss**, and the loss is related to the intensity of the sound and length of exposure.



Abercrombie and Hollister Are Painfully Loud on Purpose

Friday, July 20, 2012, by Izzy Grinspan



Have you ever walked into a chain store like **Abercrombie & Fitch** and felt so assaulted by the noise levels that you walked back out again? Congratulations: You're old. That's one of the major takeaways from [this New York Times](#) study of **decibel levels** in local establishments, which found that some of our most popular restaurants, bars, gyms, and stores are so loud, they're downright dangerous. Explains the paper:

At the Fifth Avenue flagship store of Abercrombie & Fitch, which has designed many of its stores to resemble nightclubs, pulsating music hit 88 decibels, just shy of the limit **at which workers are required to wear protection** if exposed to that volume for eight hours.

Of course, Abercrombie barely requires its employees to wear shirts, let alone earplugs. And anyway, all that noise is there for a reason:

Younger people can withstand loud music longer, while **older ones may run from it**, helping proprietors maintain a youthful clientele and a fresh image.

The *Times* story even features one desperate Pennsylvania grandma saying that she'll buy her granddaughter anything in Abercrombie's midtown flagship, as long as she's allowed to leave soon.

So how, exactly, does Abercrombie justify the noise? Reports the paper: "An Abercrombie spokesman said in a statement that the company's 'unique A&F in-store experience is something that our customer wants.'"

<http://ny.racked.com/2012/7/20/7717129/abercrombie-and-hollister-are-painfully-loud-on-purpose>

“I can’t concentrate,” she said. “I can’t focus on what I want to buy because of the noise. I want to say to her, just find something, **I’ll buy anything, let’s just get out!**”

According to Mr. Mayberry, that is exactly what Abercrombie wants: **for loud music to keep out older people while teenagers venture in with their parents’ credit cards.**

“You can control your audience,” he said. “If you want young people in there, give them a specific type of sound.”

Abercrombie is but one example. Hollister, another Abercrombie brand, and **H&M also go after the young: in their SoHo stores, volume levels stretched into the high 80s and often the low 90s.**

Brian McKinley, vice president for marketing at DMX, the sensory branding company that creates Abercrombie's playlists, said the goal was to create an aspirational environment; **throbbing music and dim lights make youngsters feel as if they are in a club and entice them to stay longer.**

“There are a lot of studies out there showing that the more time spent in the store correlates to more items purchased,” Mr. McKinley said.

An Abercrombie spokesman said in a statement that the company’s unique A&F in-store experience is something that our customer wants.

Several Abercrombie employees admitted to frequent headaches. One said she hid out in the stockroom to get away from the noise.

Creating and capturing customer value



Reinventing this?





ONLY 262 MILES TO BUC-EE'S.
YOU CAN HOLD IT.

262 MILES

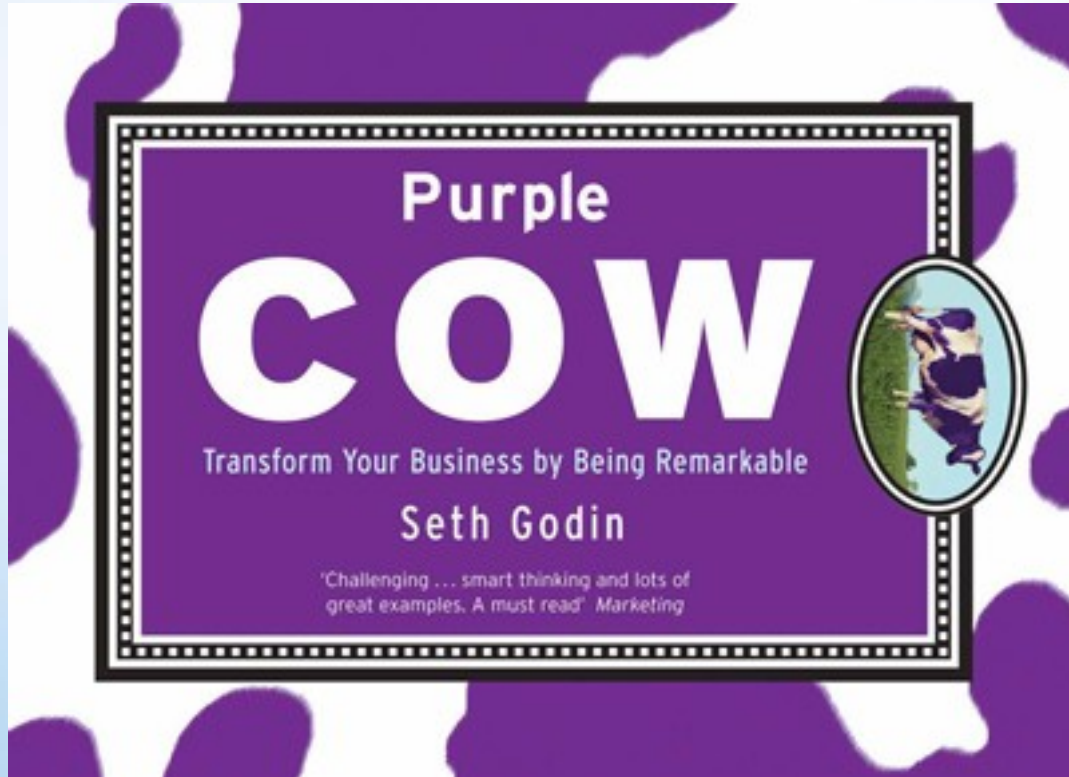


BUC-EE'S



Key takeaways

- The wheel can be reimagined.
- Package and present things differently.
- Find opportunities to market overlooked values.



-An important aim of marketing is to create value for stakeholders and capture value from them in return.

-List two of your favorite brands (from different industries) and tell me what values they stand for or possess.

-Specific examples that substantiate each named value

-Name some of your
least favorite brands!

-Why do you dislike
them so much?



-We expect consistency! If a good or service doesn't meet the standards of your customers, how difficult is it to recover?

-Companies and former friends...

-Remember Tylenol's PR example from the ethics lecture?

-Consistency of values was maintained.

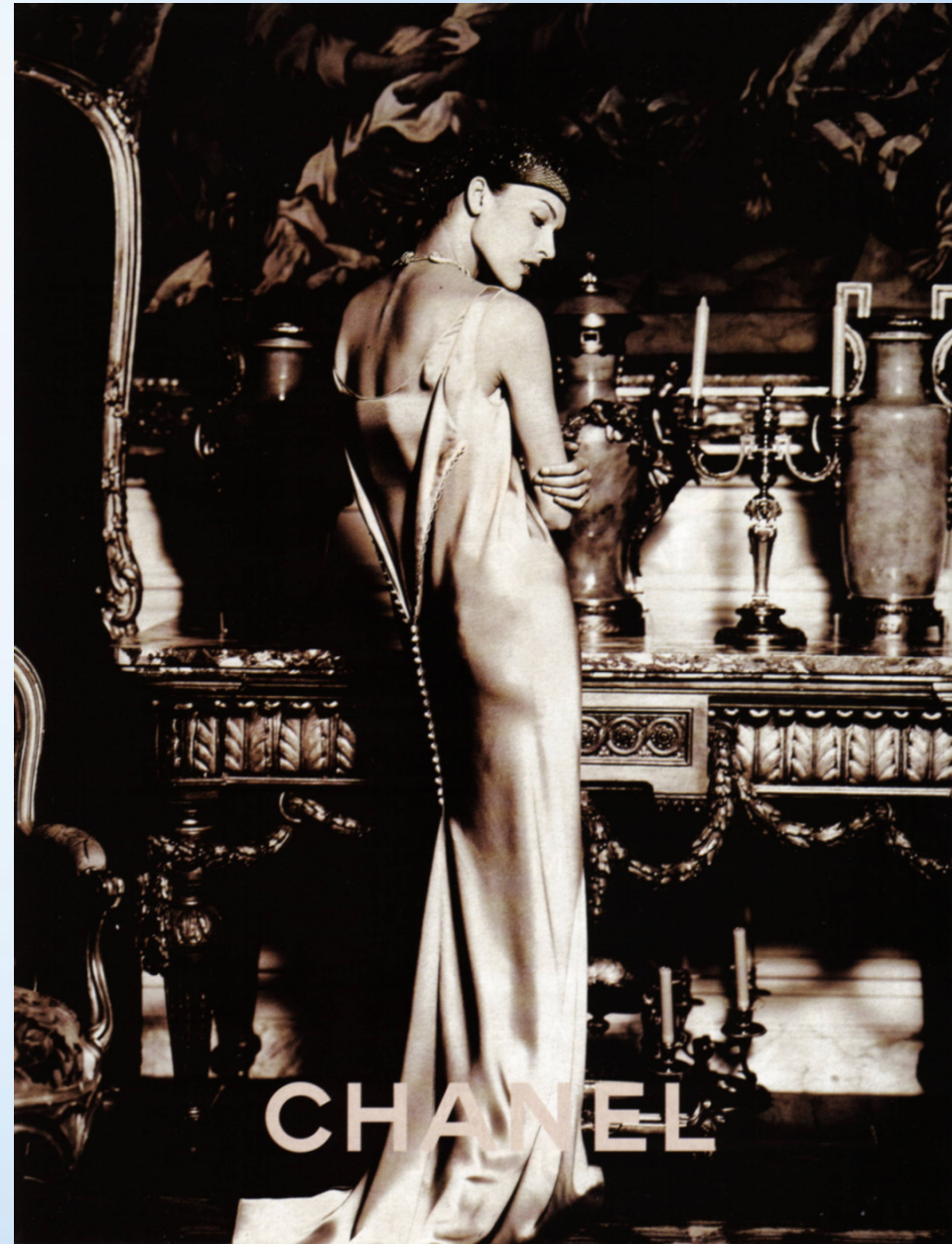
Key takeaways

- The communication of the company (a.k.a?)
*must be consistent with its core values.
- The values communicated should resonate with... (?).
- What happens if not? You'll see!

Tell me, tell me!



Tell me, tell me!



Here is an example of a marketing campaign that was generally not well-received. Use a different one for your presentation.

<https://www.theguardian.com/fashion/fashion-blog/2012/oct/16/brad-pitt-chanel-no-5-smell-disaster>

Time for....

- Questions**
- Answers**
- Feedback**
- Working on presentations**
- Consultation with me**

Some of the information in the above slides was derived from:

Kotler, Philip, and Armstrong, Gary. Principles of Marketing, 13th Edition. New Jersey: Pearson Education, Inc., 2010.

The rest of the ideas, opinions, and information contained in the lessons are the instructor's own (unless otherwise specified).