

## Lesson 1- 21/09/2020

Needs and desire is not the same concept ( Maslow's need pyramid)

Depending on our situation needs can have a different type of value

When basic needs are satisfied we think about higher grades of needs that we want to satisfy

TONY'S CHOCOLONELY : they were popular because they had a super exponential growth, which is quite difficult to obtain since there are a lot of competitors in market  
Pretty easy to find it in airports or in Netherlands

Example in class:

The teacher asks the three selected people how much they would pay for the chocolate bars they see on the interactive board

BASIC

1 person: 3\$

2 person: 2\$

3 person: 2.5\$

The teacher provide further information

All the ingredients are healthy and organic

Person 1: 10

Person 2: 3

Person 3: 3

This brand has a special plan for africa and they assure wage to employees

p. 1 : 5 \$

p. 2: 2.5

p.3: 3.5

This brand is supporting Juventus team

p.1 : 15\$

p.2: 2.50 \$

P.3: 0 euro

For new brands is difficult to set the price

The few information after this examples, is that value is perceived

Individual different perception for different people

The problem of benefits is that there could be a cost related to the benefit, also for what concern the psychological aspect ( like the football team example)

Bill Pearce interview:

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Joseph Tripodi interview:

- it is important who your customer are and provide key information about the engagement, who they are and what they do: how they are engaged to the brand
- need of real time engagement , real time data- data about how the customers behave, to observe customer behaviour

Junior bran assistant: HE is in charge with the relationship pf the final customers- email strategy, social media strategy

Difference about the roles

The assistant brand manager usually has to do with specific brands, and has specific tasks

CMO: head of marketing

In functional organisation structure u need to be more specialised rather than in

In market based organisations you have segments of customers  
 Different type of customers  
 You have an head of marketing for each marketing brand

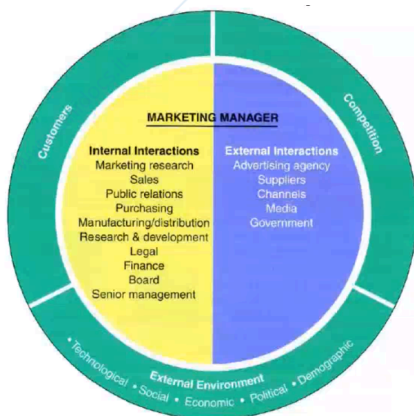
We tend to distinguish product and market definition

The focuses on the specific need that is behind the consumption

Barilla: give people food that you would give your own children --> example of product definition

In terms of duties of marketing manager:

- 1) to create and implement a marketing strategy - to design a full marketing strategy
- 2) Meet the needs of the customers
- 3) You need to set specific objectives: that is super important



You can control the internal factors but not the external ones

We can implement marketing strategy if we have a marketing plan

Marketing plan:

- 1). Is written- it's not an opinion
- 2) RESOURCE ALLOCATION : how much money I need to implement my plan
- 3) brand managers crate marketing plans for their brands

We can distinguish it in three macro areas: SITUATION ANALYSIS, STRATEGIC TACTICAL ANALYSIS, FINANCIAL. IMPLICATIONS

- 1) the introduction has to be clear, need define the specific object; (e.g. increase the reputation of the brand increase profitability )

You need to analyse the situation, the market

situational analysis means a sort of good picture of what is happening in the market

You need marketing research to do that

## Lesson 2 -23/09/2021

Positioning:

Competitors: identifying the competitors is another key analysis

There are some information about the specific features of the car, which in principle should be In line with the product

Young city dwellers: another key info- it's the customer, the target they want to reach : young individuals with small kids living in big cities

**WHY WE NEED MARKETING RESEARCH:** To obtain this key information, to understand which will be our target, who are the competitors ( we need. To identify them, sometimes they are not the usual suspects)  
we have to have in mind a clear positioning, the key characteristic that we want to communicate  
We have to compare the features with competitors  
The company will want to discover if the product can be successful  
It has a cost however marketing research- but usually companies are really doing research

### COMMERCIAL OF COCA COLA: BILL COSBY - 1985

The new coke business case

Interesting business case

From seeing the video: key message --> this coke is better than the precious one, in terms of taste

### STRONG PREFERENCE FOR COKE

**MARKET RESEARCH WAS ABLE TO HIGHLIGHT THE PROBLEM:** customers preferred the new coke

So they reformulate coke, packaging etc

**IT WAS A HUGE FAILURE**

Huge economic cost in terms of research, campaign, new packaging

Just as before coke was launching in the market the new coke, Pepsi was launching the pepsi challenge

Basically they are keeping asking customers to do this blind test, showing that if you ask as individual to taste both coke and pepsi, they prefer pepsi

But still is not preferred in terms of market share

They failed to recognise that coke has an history as a brand- they were only considered the taste, but it is not the only important aspect

At the time they were not considering all the aspect that made American not buy the Coke - it was not the taste

Marketing research is statistical analysis for 2/3 and for 1/3 research design

But the main effort has to do with statistical analysis

Marketing research is a function

Having data that support your decision is less risky

Basic research --> universities, academia

Discover new methods, conduct research , it's basically academic research : means focus the attention in new phenomena and try to understand more general relationships

Applied research --> we need to provide information, using specific tools

Usually the companies requires a specific series of capacities to people who want to work and make research such as know how to interpret difficult data

Steps: problem definition, research design, data collection, analysis, reporting

Why Angela Adamo wants to introduce new improvements?

What is the key variables that I want to impact? The outcomes? --> these are the key questions

If we really want the gym we should ask ourselves, which students will be interested in a gym?

Etc

If we have no answers for that question it means we are in the wrong direction

First of all, we can use the SO WHAT. Test

Try to understand the relevance of the problem

The research could be unfeasible to do- we have to ask ourself if is it worth to do this research

Maybe you need data that you cannot have- so you need to stop and use another method  
We need to balance the need for a resource

Descriptive research --> the problem is not very clearly defined, but we know which data we want to collect

Esplorative research --> we don't know the problem, is ambiguous --> we don't know the issue so we can't find a solution

Secondary data are data that we already have - can be distinguish in internal records and external resources

internal records: are interesting because in that situation they can observe an actual choice  
They can observe the history of purchases and link the targets of customer with brands

External sources

with loyalty cards supermarket know everything about us, our brands, our habits

External sources

Published data: ADVERTISING AGE - INTERESTING WEB SITES

You can see how much the brand spent on advertising

## ADVANTAGES

Panel structure: information reported overtime

Perceptions : perceptions of customer are data, not available online

The only thing to do is ask to the customer

Why primary data can be useful

Because we need specific data that could be difficult to collect elsewhere

Demographic type of information

Psychological or lifestyle information

Why the customer is purchasing our brand ?

We need to understand BEFORE the launch of the product

internal records

1. Focus on the e-retailer YOOX. They sell clothing online. They have a large database with transactions made by their customers over years. This is an example of:

- External Secondary Data Source
- Internal Secondary Data Source
- Primary Data Source

Answers:

- a) 2
- b) 1
- c) 3

2. Now focus on the brand Samsung. They decided to collaborate with Amazon. Amazon provides Samsung daily data about sales of their products as well as of the product category smartphones. This is an example of:

- External Secondary Data Source
- Internal Secondary Data Source
- Primary Data Source

3. Walmart decided to run a survey to test the satisfaction of their customer base. This is an example of:

- External Secondary Data Source
- Internal Secondary Data Source
- Primary Data Source

Exploratory face —> explore to analyse the problem

One of one interviews—> I cannot run an online survey, but it has to be a conversation  
A face to face conversation ( in this pandemic time, also a virtual face to face call works)

Usually we keep track of this conversation- it is not welcome a yes or no answer, the answer needs to be detailed - so it's better to formulate questions that facilitates a detailed answer  
Triadic sourting: the key purpose is implicitly make say to the customer what he sees (? Guarda meglio su internet)

#### ZALTMAN METAPHOR ELICITATION TECHNIQUE

THE RATIONAL about this technique: +

Most social communication is nonverbal

Thoughts occurs as images

ZMET: key aspect is give them time to collect the images

Task part: second phase - story telling phase: basically participants need to tell what is the logic behind the picture

Doing laundry is something that I hate to do so I make a bad face, because it is expensive so time consuming so it's aggravating

The interviewer purposes is collecting all the type of information that help to create a mental map  
It builds links

ZMET technique is highly utilised by the businesses