

Unit 6 Marketing

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Seducing the masses



Keynotes

The various activities of the marketing process are referred to as the **marketing mix** and traditionally include the **four Ps**: **product** (characteristics and **features**), **price** (appropriate market price), **promotion** (communicating the product's **benefits**), **place** (**distribution** of the product in markets). In order to gain a **competitive advantage** over rivals, companies create **brands** that represent **aspirations** and a desirable image of life that the customer would like to identify with.

Brands

1 What are your favourite brands of the following products? Why do you prefer these to other similar brands?

soft drinks clothes cars shampoo

2 Now choose one of the products you use and consider the marketing mix for that brand. Think about the following.

product – what are the product's features?

price – in comparison with similar products

promotion – where and how is it advertised?

place – where can you buy the product?

Do you think you are a typical customer for the brand?

3 People's attitudes to brands and marketing can be very different. Which of these statements do you agree with?

'Marketing transforms brands, making them stand for things that they just don't stand for. They don't deliver.' Naomi Klein author of *No Logo: Taking Aim at the Brand Bullies*.

'Brands provide us with beliefs. They define who we are.' Wally Olins, a corporate identity consultant.

Marketing brands

1 Read the text on the opposite page and decide which of the above views is closest to that of the author.

2 Read the text again and match the headings a–f with paragraphs 1–5. There is one extra heading.

- | | |
|----------------------------|-------|
| a Brands past | _____ |
| b Advertising brands | _____ |
| c The new consumers | _____ |
| d Guilty | _____ |
| e The case against brands | _____ |
| f The importance of brands | _____ |

3 Read paragraph three again. Are the statements true or false?

- 1 It was relatively easy in the past to create a new brand.
- 2 Buying a branded product did not cost customers more.
- 3 Brands were developed for the international market.
- 4 The government closely controlled the markets at home.
- 5 Brands deterred other companies from entering the market.

The author suggests young people no longer believe advertisements. Do you agree? What does influence young people's buying decisions?



Marketing brands

Money can buy you love

Are we being manipulated into buying brands?

¹ BRANDS are accused of all sorts of evils, from threatening our health and destroying our environment to corrupting our children. Brands are so powerful, it is said, that they force us to look alike, eat alike and be alike.

² This grim picture has been made popular by many recent anti-branding books. The argument has been most forcefully stated in Naomi Klein's book *No Logo: Taking Aim at the Brand Bullies*. Its argument runs something like this. In the new global economy, brands represent a huge portion of the value of a company and, increasingly, its biggest source of profits. So companies are switching from showcasing product features to marketing aspirations and the dream of a more exciting lifestyle.

³ Historically, building a brand was rather simple. A logo was a straightforward guarantee of quality and consistency, or it was a signal that a product was something new. For that, consumers were prepared to pay a premium. Building a brand nationally required little more

than an occasional advertisement on a handful of television or radio stations showing how the product tasted better or drove faster. There was little regulation. It was easy for brands such as Coca-Cola, Kodak and Marlboro to become hugely powerful. Because shopping was still a local business and competition limited, a successful brand could maintain its lead and high prices for years. A strong brand acted as an effective barrier to entry for competing products.

⁴ Consumers are now bombarded with choices. They are also harder to reach. They are busier, more distracted and have more media to choose from. They are "commercial veterans" experiencing up to 1,500 pitches a day. They are more cynical than ever about marketing and less responsive to messages to buy. Jonathan Bond and Richard Kirshenbaum, authors of *Under The Radar - Talking To Today's Cynical Consumers*, say "some of the most cynical consumers are the young." Nearly half of all US college students have

Glossary

manipulated influenced to do what someone else wants

corrupt make morally bad

aspirations hopes and wishes

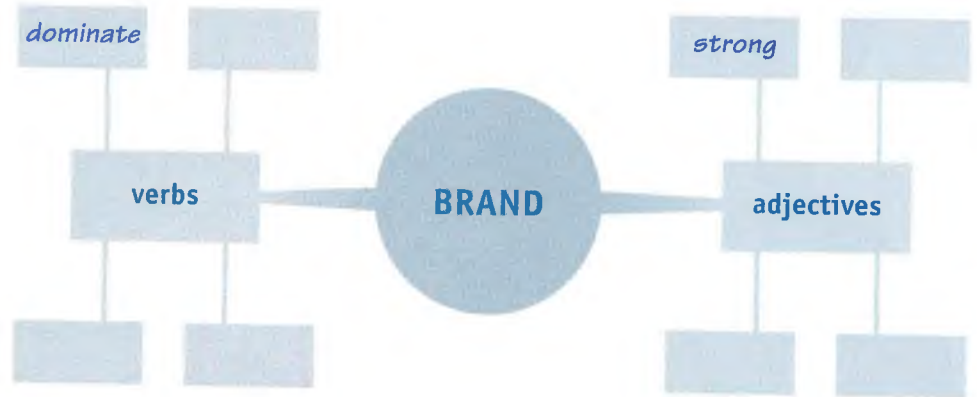
bombarded repeatedly attacked

veterans very experienced people

taken marketing courses and "know the enemy". For them, "shooting down advertising has become a kind of sport."

⁵ Marketers have to take some of the blame. While consumers have changed beyond recognition, marketing has not. Even in the USA, home to nine of the world's ten most valuable brands, it can be a shockingly old-fashioned business. Marketing theory is still largely based on the days when Procter & Gamble's brands dominated the USA, and its advertising agencies wrote the rules. Those rules focused on the product and where to sell it, not the customer. The new marketing approach is to develop a brand not a product - to sell a lifestyle or a personality, to appeal to emotions. (It is a much harder task than describing the features and benefits of a product.) However, brands of the future will have to stand for all of this and more. Not only will they need to be a stamp of product quality and a promise of a more desirable lifestyle but they will also have to project an image of social responsibility ■

1 Find words in the text on page 51 to complete the wordmap.



2 Complete the magazine article with the following words.

cynical consumers competition markets effective pitches
 customers marketers impressed



Saying 'I do' to the marketers

When young couples get married in the USA they also receive a gift bag marked 'newly-wed kit'.

In a world of ever increasing
 1 competition many companies are happy to use this new way to reach
 2 _____. Corporate
 3 _____ say that certain points in life make people especially vulnerable to sales 4 _____ . Companies

such as Procter & Gamble have found this to be a very 5 _____ way to target extremely profitable
 6 _____ such as young couples. US newly-weds spend an average of \$70bn in the first year of marriage. One study shows that 67 per cent of women wear the same perfume they wore when they got married and a Bride's magazine study showed that after three years of marriage women were still

7 _____ of the same stores they had shopped in before the wedding. While the gift bags do appeal to a lot of young couples, others are a little less
 8 _____. As one rather
 9 _____ young man said when he found a sample of deodorant and an offer for a new chequebook in his gift bag, 'does this mean that marriage stands for body odour and financial worries? This stuff seems better suited for a divorce kit!'

Speaking

What do you think about this method of marketing? Can you think of other 'points in life' when people would be 'particularly vulnerable' to marketing tactics such as these?

Comparatives and superlatives

Look at the following sentences from the text on page 51.

- 1 *They are also harder to reach. They are busier, more distracted and have more media to choose from.*
- 2 *In the new global economy, brands represent a huge portion of the value of a company and, increasingly, its biggest source of profits.*
- 3 *Jonathan Bond and Richard Kirshenbaum, authors of Under The Radar – Talking To Today’s Cynical Consumers, say ‘some of the most cynical consumers are the young.’*
- 4 *The argument has been most forcefully stated in Naomi Klein’s book No Logo: Taking Aim at the Brand Bullies.*

How are the comparatives and superlatives of the following formed?

- adjectives of one syllable
- adjectives ending in -y?
- adjectives of more than one syllable
- adverbs



For more information, see page 159.

Practice 1 Complete the table.

	adjective	comparative	superlative	adverb	comparative	superlative
1	powerful	<i>more powerful</i>	<i>most powerful</i>	<i>powerfully</i>	<i>more powerfully</i>	<i>most powerfully</i>
2	exciting					
3	fast					
4	cynical					
5	easy					
6	hard					
7	responsive					
8	good					



2 Complete the article with the correct form of the adjectives in brackets.

That little voice in your head

Laser-like audio technology is currently being developed to provide marketers with one of the (1 new) newest and (2 innovative) _____ marketing techniques they've seen for years. Hypersonic sound speakers on supermarket shelves and vending machines send messages to customers as they walk past. The sound is (3 clear) _____ than normal, which allows it to reach directly into the listeners' ears. They will think the message is coming from inside their heads! Marketers believe that it will have a far (4 great) _____ effect on sales than other forms of point of sale promotion. 'It will also make people laugh,' one consultant said, 'it is (5 funny) _____ and (6 amusing) _____ way to sell



that I've ever heard of.' But some people are (7 sceptical) _____ about consumer reaction. People may not like the fact that this method is (8 intrusive) _____ than others. But marketers remain optimistic as one consultant said, 'This is (9 good) _____ chance we've got of ever actually getting inside our customers' heads.'

Listening 1

The importance of brands

11 Pat Hill is a brand strategy consultant. Listen to her talk about the importance of brands and answer the questions.

- Why do companies need to create brands?
- What are the five most important characteristics of a brand?

- Why has Chanel No 5 been successful for so long?
- What helped establish the No 5 brand in the 1960s?

Speaking

2 Can you think of other celebrity endorsements?

A successful brand appeals to people's emotions and desires. Match the following slogans to the types of appeal.

- | | |
|--------------------------------------|-------------------|
| 1 Don't leave home without it | a patriotism |
| 2 Think Different | b self-esteem |
| 3 It keeps going and going and going | c insecurity |
| 4 Because I'm worth it | d originality |
| 5 The great American chocolate | e value for money |

HERSHEY'S



AMERICAN EXPRESS®



Energizer®

L'ORÉAL

Considering alternatives

When considering alternatives it is important to show the degree of difference between them. By using quantifiers we can show our preferences and argue for them more persuasively.

The new design will cost slightly more but look a lot better.

Listening 2

Listen to eight short extracts where people express to what degree they prefer certain alternatives. Complete the table below with the quantifiers you hear.

Minor difference	Major difference
<i>slightly</i>	<i>much</i>
<i>a bit</i>	
<i>a little / a few</i>	

Can you think of others to add to the table?

Speaking

Which of these cars would you choose to buy? Compare them in terms of price, style, reliability, image, etc.



Culture at work Factual or vague?

Some cultures believe that all statements should be honest, accurate, unemotional and not open to interpretation. Other cultures prefer to modify statements with understatement (*somewhat, slightly*) and exaggeration or even leave the true meaning unsaid. What is common in your country? How might this difference cause misunderstanding in multicultural teams?

Dilemma: A scent of risk

Brief

Bellissima is an Italian perfume and cosmetics business. The company has a highly successful range of products in the luxury cosmetics market. It is planning to launch a new fragrance and extensive market research has produced detailed profiles of two potential target markets as described below. Bellissima now has to decide whether to expand its current market base or risk branching out and reaching a new client.

Profile A

High-income women aged 25–30, who spend a high proportion of income on restaurants and theatre. Currently loyal to our cosmetics range but change perfume brands from time to time. However, they already have a positive image of our brand so a relatively limited promotional campaign would be enough to create an awareness of the new product. They accept high prices for quality products.

Packaging should be simple but elegant, using expensive materials in dark colours. The brand should appeal to a sense of ambition and superiority. Suggested brand names: *Sophistication* or *Cool Elegance*.

Profile B

Women aged 18–25, who like popular music, clothes, going out and don't mind paying high prices for quality or products that are 'in fashion'. Currently don't use our brands as consider them slightly old fashioned. We would need to spend a lot on promotion to attract this target who are not high earners but spend a high proportion of income on clothes and cosmetics.

Packaging to represent a young, carefree lifestyle with a strong and rebellious personality. Regular packaging updates needed to keep up with fashion trends. Suggested brand names: *Rebel Angel* or *She Devil*.

Task 1

Work in groups. Discuss the advantages of each profile and decide which option has most potential for Bellissima.

Task 2

Now choose a brand name and plan your brand strategy. Consider the four Ps of the marketing mix.

Task 3

Present your concept and brand strategy to the class.

Write it up

Write an action plan for the Marketing Director at Bellissima with a summary of your group's strategy. (See Style guide, page 24.)

Decision:

- ⊖ Rosemary Weinberger, is a brand consultant at Scott & Ridley Associates. Listen to her discuss the dilemma and find out which option she would choose.

Useful phrases

- ... is a bit / slightly more ...
- ... is by far the better alternative
- ... is a lot / way too ...
- ... is the best / most ...

