

Homework 1

1. Define product positioning and identify the types of positioning approaches that can be used in the IMC planning process. Provide examples of the positioning approaches to answer the questions.

Product positioning is the strategic process of creating an image or perception of a product in the minds of consumers, with the goal of differentiating it from competitors and establishing a unique place in the market (Kotler & Armstrong, 2017). In the Integrated Marketing Communications (IMC) planning process, several positioning approaches can be employed:

a. **Attribute Positioning:** This approach focuses on highlighting specific product attributes or features that make it stand out (Kotler & Keller, 2016). For instance, Apple positions its iPhone by emphasizing their sleek design and user-friendly interface.

b. **Benefit Positioning:** This strategy emphasizes the benefits or advantages that consumers can gain from using the product (Belch & Belch, 2018). For example, a toothpaste brand may position itself as providing superior teeth whitening.

c. **User Positioning:** Here, the target audience is central to the positioning strategy (Kotler & Armstrong, 2017). For instance, Dove positions its products as suitable for all ages and skin types, targeting a broad demographic.

d. **Competitive Positioning:** This approach involves positioning a product against competitors, often by highlighting its advantages (Kotler & Keller, 2016). Pepsi, for example, positions itself in direct competition with Coca-Cola, emphasizing its distinct taste.

2. What common marketing communications objectives do firms establish? Explain at least four of them in an example.

Firms establish various marketing communications objectives to achieve their goals. Four common objectives are:

a. **Increase Brand Awareness:** This objective aims to make consumers more aware of a brand's existence. An example would be a start-up tech company running a social media campaign to introduce its new product to a wider audience (Kotler & Keller, 2016).

b. **Generate Sales or Leads:** Businesses often set objectives to drive immediate sales or gather leads for potential customers (Belch & Belch, 2018). An online retailer may offer a limited-time discount to encourage purchases.

c. **Enhance Customer Loyalty:** Companies strive to build strong relationships with existing customers. An example could be a loyalty program that rewards repeat purchases (Kotler & Armstrong, 2017).

d. Educate Consumers: Sometimes, the primary objective is to inform consumers about a new or complex product. Pharmaceutical companies, for instance, might run educational campaigns to explain the benefits and usage of a new medication (Belch & Belch, 2018).

3. Assume you are a marketing intern for Lululemon and have been asked to conduct some communications research around the brand's leggings. Identify the three types of communication research and describe how and why you could use each to gather information that can be used in marketing effort of Lululemon's leggings.

As a marketing intern for Lululemon tasked with conducting communications research around the brand's leggings, I would utilize three types of communication research for gathering valuable information:

a. Market Research: Market research involves analyzing market trends, consumer preferences, and competitors' offerings (Kotler & Keller, 2016). I would conduct surveys and analyze sales data to understand customer preferences, such as fabric choice, design preferences, and pricing thresholds for leggings. This information would help Lululemon tailor its product offerings to match market demand.

b. Media Research: Media research focuses on understanding where and how consumers encounter brand messages (Belch & Belch, 2018). I would analyze the effectiveness of Lululemon's current advertising channels, such as social media, print ads, or influencer partnerships, to determine which channels are most impactful in promoting leggings. This research would guide decisions on where to allocate advertising budgets.

c. Brand Perception Research: Brand perception research involves collecting feedback from customers to gauge their perception of the brand (Kotler & Armstrong, 2017). Using surveys and focus groups, I would gather insights into how consumers perceive Lululemon's leggings in terms of quality, style, and value. This feedback would help Lululemon make necessary improvements and refine its marketing messaging to align with customer expectations.

References:

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Kotler, P., & Armstrong, G. (2017). Principles of Marketing. Pearson.

Kotler, P., & Keller, K. L. (2016). Marketing Management. Pearson.