

5.3 Vocabulary Marketing

Discussion

- 1 Work in small groups and discuss the questions.
- 1 What differences are there in the products that you and your parents or grandparents aspire to own and the way you buy them?
 - 2 In what ways are your attitudes to advertising and brands different from those of your parents' or grandparents' generations?
 - 3 Give examples of how marketers could make their brands more attractive to your own generation's concerns, aspirations, goals and lifestyle choices.

Collocations

- 2 Which collocation in each group of four would you not expect to find in an article about brand strategy?
- 1 brand ownership brand endorser brand position brand new
 - 2 to greet a brand to tailor a brand to devise a brand to recommend a brand
 - 3 a flaming brand a potent brand a youth-oriented brand an emotionally driven brand
 - 4 to develop a brand to detect a brand to buy a brand to support a brand

Reading

- 3 Work with a partner, read the article and answer the questions.
- 1 What are the characteristics of Generation Y consumers (people born between 1979 and 1994)?
 - 2 How can marketers connect with them?

THE MOST MARKETING-SAVVY segment a business will ever target is undoubtedly Generation Y. With no illusions about how much manufacturers covet their disposable income, the children of the eighties scrutinize any new brand on the block with icy cool. It's not enough just to talk the talk: only genuinely youth-oriented brands can also walk the walk.

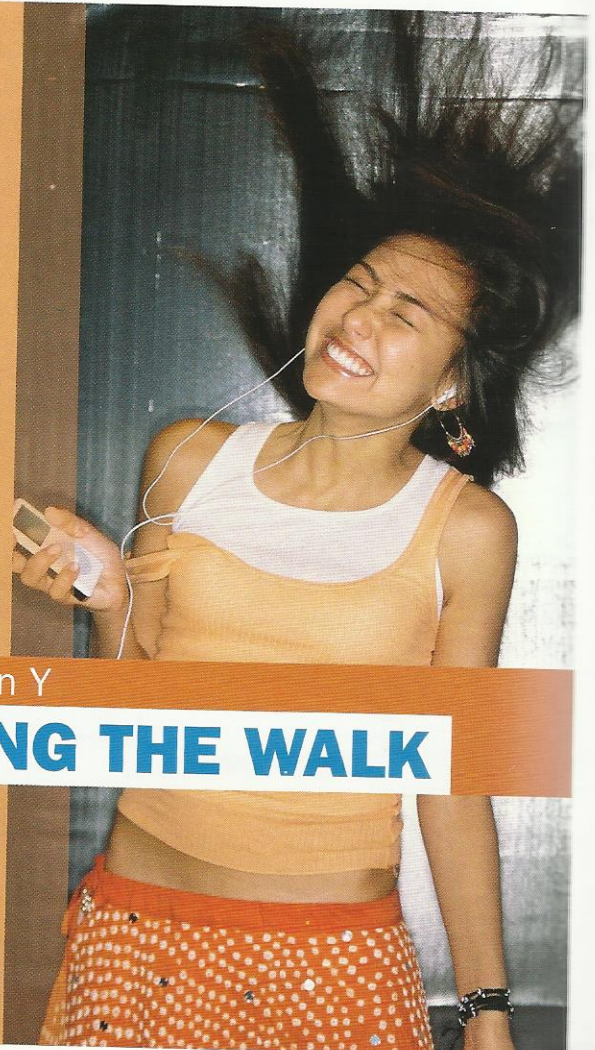
So just how do top Gen-Y brands like Converse (shoes), Ben & Jerry's (ice cream) and Jet Blue (air travel) succeed where so many others fail? Their secret lies in establishing an emotional connection with their customers, a powerful, psychological attraction that allows these emotionally driven brands to nurture a special relationship and motivate purchase intent.

What are the brand-building strategies to help your business walk the walk? In every market segment, a strong brand not only attracts an initial purchase but also brings longer-term benefits like customer loyalty and premium pricing. But Gen Y-ers are especially influenced by brands that project an emotional appeal they can share in and exploit. For these consumers, a brand is a form of self-expression that communicates an identity to their peers. This emotional investment means that Gen Y-ers will support and recommend the brands they use; they willingly become brand endorsers, creating the kind of buzz that can make market share rocket.

Brand Strategy for Generation Y

WALKING THE WALK

To build an emotionally potent brand, first consider Gen Y-ers' values, and what benefits buying your brand will bring them. Then, fine-tune your brand by positioning it so as to satisfy your target customers' emotional needs: in particular, try to own the all-important 'lifestyle empowerment' brand position. Finally, learn from the Converse and Ben & Jerry's of this world by creating a sense of brand ownership – every truly successful brand in this market manages to foster the impression that it belongs to Gen Y-ers, and to them alone.



4 Read the article again and underline all the collocations with the word *brand*.

Which ones refer to action by brand managers, which to consumers or their reactions, and which ones describe the brands themselves?

5 Write examples or definitions for five collocations, then test a partner.

6 Choose the best equivalent for the words in **bold** from the article.

- 1 the most marketing-**savvy** segment a) shy b) keen c) knowledgeable
- 2 **covet** their disposable income a) desire b) lose c) target
- 3 to motivate purchase **intent** a) desire b) enthusiasm c) indifference
- 4 customer loyalty and **premium** pricing a) inflated b) low c) high
- 5 communicates an identity to their **peers** a) superiors b) associates c) friends
- 6 creating the kind of **buzz** a) intoxication b) excitement c) rumours
- 7 **own** the all-important 'lifestyle empowerment' brand position a) occupy b) buy c) capture
- 8 **foster** the impression a) adopt b) promote c) protect

Discussion

7 Work with a partner. Discuss how you could apply the ideas from the article to tailor your brand to Generation Y consumers in one of the markets below.

banking services golf courses public transport garden centres public libraries

Listening

8 2:03-2:10 Listen to eight extracts from a talk on how to avoid the biggest mistakes in advertising and marketing. Match each point with one of the dos and don'ts below.

- | | |
|---|---|
| <ul style="list-style-type: none"> • Do use image guidelines and templates to ensure a consistent company image in all communication. <input type="checkbox"/> • Don't waste your budget by airing messages on radio or TV for an under-performing product. <input type="checkbox"/> • Do separate long-term schemes from short-term measures; develop and implement a well-thought-out marketing plan. <input type="checkbox"/> • Don't omit to inform, remind, and inspire customers, and provide reasons and incentives to come to your business. <input type="checkbox"/> | <ul style="list-style-type: none"> • Do maximise ROI by highlighting a single major consumer benefit in your promotional text. <input type="checkbox"/> • Do remember to continue to satisfy and delight your current clientele; cross-selling or up-selling to your loyal customers is much less costly than attracting new business. <input type="checkbox"/> • Do be sure to lead with your strengths: don't make people wait for the pay-off. <input type="checkbox"/> • Don't imagine that online business is yours for the taking; you also need to invest in traditional media to develop a successful web store. <input type="checkbox"/> |
|---|---|

9 Fill in the spaces in these statements with words from the box.

captive converting copy getting jumping redesigning
running providing throwing up-front

- 1 Our old boss thought marketing problems could be solved by just _____ money at them – he was always _____ on a new bandwagon.
- 2 They tried _____ a different ad every week, thinking it was the best way of _____ more bang for their buck.
- 3 The agency advised _____ her logo – they obviously thought she was a pushover!
- 4 Build it and they'll come, he said, forget about _____ incentives; utter nonsense of course!
- 5 They tried to make their message more _____ by reducing their _____ to a single tag line.
- 6 Our _____ customer base wasn't profitable enough so we had to start _____ new prospects.

Discussion

10 Work with a partner. What constructive criticism or advice would you give the people in 8?

Example: *1 It's a mistake to think that airing more ads, organizing more events or using more promotional gimmicks will compensate for a weak product. The boss should have taken the time to find out what the customers really wanted, and developed a strategy to meet their needs.*

Internet research

Search for the keywords *Converse, Ben and Jerry's and Jet Blue*. How do they create a sense of brand ownership, and foster the impression that the brand belongs exclusively to Gen Y-ers? Find other examples of Gen-Y brands which use this strategy and report back to the class.

The difference between knockout brands and wannabes? Guts.

Guts to take action, to put your money where your mouth is. You say you love your audience? *Prove it.* Prove that delighting your fans and supporters is worth more to you than your immediate bottom-line. Show it. Don't be needy.

Converse has several things in common with RedBull, who dropped a guy from the edge of space and gives away drinks to tired or sleepy people for free.

Both brands have the confidence to spend time and money on things that are cool, but don't immediately improve their sales. This gives them the opportunity to hang out with their fans and advocates, and understand what they really want. They're "learning brands", with a finger on the pulse of their audience.

Converse doesn't take a cut of the profits, or own the songs, or ask them to advertise their shoes, nothing.

They do it just for the opportunity to participate in the community that adopted their brand.

Converse's CMO, Geoff Cottrill, seriously knows his stuff.

Mashable's 2011 interview with Converse's Chief Marketing Officer Geoff Cottrill is an incredible source of wisdom. Here are some of his best points:

- *"Our philosophy in social media has been to bring our voice to the medium, which includes acting like a good party guest — we bring something to the table, and we listen more than we talk."*
- *"We think that the fans of any brand want to know about product and like offers too, but they also want to have an emotional connection — we're trying to be a good host for that connection."*
- *"The bottom line is that in social media you have to "let go." Forget about the old methods of one-way communication. Social media isn't even a two-way conversation — it's more complicated than that."*
- *"Our job is to keep focused on making great products our consumers want to wear and to be a participant in the discussions going on in the social media space."*
- *"By showing respect and trusting your consumers, I believe your brand benefits via strong advocacy — having millions of advocates can be a powerful thing. You just have to let go and trust your consumers."*
- *"Converse shoes aren't about added technology or even about us. They're about what our customer does in them. It works for other companies for sure, but that's not our MO." — In response to the idea of putting USBs with added-content in shoeboxes*
- *"But social media has the potential to mature into a powerful hybrid of traditional marketing techniques and community engagement, especially if that community becomes your brand advocates. Which is why we focus on a couple of core marketing truths via social — be relevant, make a connection, be useful, etc."*
- *"The key is to know yourself as a brand, be confident in your POV and act that way wherever you are."*

Incidentally, his twitter account description is *"I sell sneakers and I do not like Coldplay"*.

5 Strategic marketing Speaking

CoolBrands: Official Results 2007/2008

1	Aston Martin: Automotive – Supercars	11	Ferrari: Automotive – Supercars
2	iPod: Technology – General	12	Ducati: Automotive – Motorbikes
3	YouTube: Online – General	13	eBay: Online – General
4	Bang & Olufsen: Technology – General	14	Rolex: Fashion – Accessories, Jewellery, Watches
5	Google: Online – General	15	Tate Modern: Leisure & Entertainments – UK Attractions & The Arts
6	PlayStation: Leisure & Entertainment – Games & Toys	16	Prada: Fashion – Designer
7	Apple: Technology – General	17	Lamborghini: Automotive – Supercars
8	Agent Provocateur: Fashion – Lingerie	18	Green & Black's: Food
9	Nintendo: Leisure & Entertainment – Games & Toys	19	iTunes: Online – General
10	Virgin Atlantic: Travel – General	20	Amazon: Online – Retail

Background text

CoolBrands Selection Process 2007/08

Independent researchers use a wide range of sources to compile a list of the UK's leading CoolBrands. From the thousands of brands initially considered, an extensive list of just under 1,200 brands is forwarded to the CoolBrands Council.

The independent and voluntary council considers the list and members individually award each brand a score from 1–10. The score is intuitive, but Council members are asked to bear in mind how stylish, innovative, original, authentic, desirable and unique each brand is. Council members are not allowed to score brands with which they have a direct association or are in direct competition to. The lowest-scoring 50 per cent of brands are eliminated at this stage.

A nationally representative panel of 3,265 consumers is surveyed by YouGov, the UK's most accurate online research agency. These individuals are asked to vote on the surviving 625 brands which remain after the Council has scored.

The surviving brands are ranked based on the combined score of the CoolBrands Council (70 per cent) and the consumer panel (30 per cent). The lowest-scoring brands are eliminated while the leading 500 brands are awarded 'CoolBrand' status and are invited to join the CoolBrands programme. Criteria Experts and consumers were given the following guidelines when considering the brand list:

'Cool' is a subjective and personal. However, over the years, our research has shown there to be six key factors inherent in a CoolBrand:

- 1 Stylish
- 2 Innovative
- 3 Original
- 4 Authentic
- 5 Desirable
- 6 Unique

When selecting which brands you consider to be 'cool', please bear these six factors in mind.

(source: <http://www.superbrands.uk.com>)