

TREND WATCHER

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As with so many other areas, the first decade of the 21st century is marking the need to tweak the *Principles of Marketing*. Having the right product in the right place at the right price, with appealing promotions used to be enough that is now just the part of the winning formula. Using the four E's (see below) as part of product differentiation is crucial. Without it your product may never see the light of day. The articles I have chosen to highlight in this issue are all focused on thinking about ways to go beyond what has been traditionally done in the past and using commonly available tools to get your product to stand out.

Increasing Chances for Success

June 22, 2011 Canadian Grocer

Nielsen has identified 12 criteria that every new product must meet to succeed, improving the likelihood of new products successes to 75%.

Nielsen's approach is based on tracking 600 product launches and testing 20,000 initiatives.

Nielsen's 12 success factors encompass five areas:

SALIENCE

1. Distinct proposition
2. Attention-catching

COMMUNICATION

3. Message Connection
4. Do you have a clear and concise message?

ATTRACTION

5. Does your product have a substantial need/desire?
6. What is your product's advantage?
7. Credibility
8. Acceptable downsides

POINT OF PURCHASE

9. Findability
10. Acceptable costs

ENDURANCE

11. Product delivery on expectations and promises
12. Product loyalty for future purchases

WHAT THIS MEANS TO YOUR BUSINESS:

Ensuring your product can be easily distinguished from its competitors **AND** the points of differentiation resonate with your target audience will significantly increase the chances for success. **One or the other is not enough.** Spending a little to make sure your positioning is relevant to your target could save hundreds of thousands of dollars in listing fees and credibility

Social Media Can Be A Differentiation Tool

August 18, Marketing Daily

Procter & Gamble's Cheer laundry brand has targeted young, colour-loving consumers with a contest based on an online music video.

The video "Dig It. Get It," featuring the song "Climbing Walls" by Australian band Strange Talk, launched on YouTube August 15th and serves as the gateway to a contest hosted on Cheer's Facebook page. The band members and additional performers wear bright colours and their instruments, along with other objects in the video, are also vividly coloured.

Specific objects in the video, such as clothing and bicycles, are highlighted with a colourful outline. The video's annotation technology redirects viewers who click on these outlined items to the Cheer Facebook page, where they are asked to submit basic information in order to redeem the items as prizes.

Judy John, CEO and chief creative officer at Leo Burnett Toronto, said the combination of an up-and-coming band, online video, annotation technology and social media made sense for a brand that is attempting to court young, colourfully-dressed consumers.

WHAT THIS MEANS TO YOUR BUSINESS:

This application of social media will in itself differentiate the product from competition by going after not Mom's but young adults. This campaign is engaging the consumer, through the experience of a new band, and engaging their new, younger, consumer target.

Did you know?

The four E's of marketing are emotions, engagement, experiences and exclusivity. Have you heard other's? Find out why in the next issue.

“Me too! Me Too!” is a recipe for failure

August 23, 2011 Marketing Daily

Now that **HP** has powered-down its TouchPad for good (mere weeks after its launch), the tablet market is looking – more than ever – like a one-horse race.

“**Apple** created the tablet castle and various competitors have tried to storm the walls, but nobody has made much of a dent,” said Forrester analyst Charles Golvin.

HP’s decision, despite a splashy debut campaign launched in July featuring comedian Russell Brand, teen actress and songstress Miranda Cosgrove, and “Glee” TV show star Lea Michele, was unexpected – and expensive – but follows its widely panned market entry. Reviewers mostly dismissed the TouchPad as too little too late, paling in comparison to the iPad.

One HP insider lamented just a few weeks ago, “How do you fix it? Marketing alone can’t do it.” Indeed, marketing alone won’t help any manufacturer scale Apple iPad’s formidable fortress of market share. According to Ace Metrix, which tracks advertising effectiveness, of the 35 tablet TV ads that have run in 2011, eight were from HP, six from Samsung, five from Apple, and three from RIM.

That said, Samsung, LG and even RIM are not going to capitulate as easily as HP, the insider said. “HP was late to the tablet game as well as the smartphone market... Even if their tablet had been more successful, they still would have been shut out of the smartphone space and would have had to face that mountain.”

WHAT THIS MEANS TO YOUR BUSINESS:

*In a highly competitive category, with a clear market leader, just having a product in the market won’t get you a piece of the pie. In this situation it is “**differentiate or die**”. It is in cases like this where marketing and product development need to work closely together to find that niche – if this can’t happen, save your money and resources and don’t bother.*

New in Marketing Research

Great research doesn’t have to be expensive

Advertising agency **Bensimon Byrne** has been releasing quarterly studies under the banner **Consumerology Report** since 2008. These reports provide a fairly thorough review of macro trends in different areas. Some of the topics they have touched in the past couple of years is the Environment, Economy, Aging, and Consumer Segmentations. The reports are all very well written and insightful. And the best part - they are free to download.

Foodservice can be a gauge of the economy for the food business

In Fall 2010, **Ipsos Reid** launched their **Foodservice Monitor** to provide a high level, yet dynamic view of the foodservice industry. It reports on the types of foods that are growing, the impact of promotions on restaurant traffic, attitudes of consumers, etc. The best news is it is reports are issued monthly providing a very timely read on consumers willingness to spend on discretionary items such as high end coffee and treats or sit-down full service dining.

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About TrendSpotter Consulting

TrendSpotter Consulting provides everything a business needs to develop, fine tune or review your brand strategy:

- *Creating the plan of action*
- *Designing, executing and analysing the research*
- *Outlining the target and positioning*
- *Working with agencies and suppliers to execute on strategy marketing initiatives*

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