

Marketing Brief for a brochure

Title

Objective: (What is it meant to do?)

Target audience: (Who is it aimed at?)

Outcome: (What do you expect to see as a result of this brief?)

Method of distribution: (How will it be given out?)

Main message: (What is the main benefit you want to say?)

Subsidiary messages: (What other benefits do you want to emphasise?)

Tone/Style: (Is it technical, consumer, professional, friendly, serious, fashionable, complex, simple?)

Budget: (What budget have you allocated?)

Timescale: (What deadlines will you meet?)

Further information: (e.g. brochures, web-sites, competitor material)

Enquiries to: (Name and phone number/e-mail of authorised contact).

2.4 Controlling

In addition to directing the work which is required, it is necessary to control it, by stating and ensuring compliance with budgets, timescales, and creative direction.

2.5 Reviewing

This is an important part of marketing management too, because you have to establish what has worked and what hasn't, what has cost more and what has cost less, was it all co-ordinated, and how can we do it better another time.

3. Who are your markets? What are they going to want next?

3.1 Anticipate customer requirements

Research

As they say in army circles, time spent in reconnaissance is never wasted. Companies that take marketing seriously carry out regular research, to find out who their customers are, and what they want. They also research their position in the market place, understand how new technology can help them, and run product development and test-marketing programmes.

What is Market Research and why is it important?

- The purpose of this workshop is to:
 - offer you an introduction to Market Research
 - explain why it can be important to your organisation
 - cover the main methods and techniques of collecting information
- Market Research can be defined as:
 - “the systematic collection, analysis and interpretation of information relevant to marketing decisions”
- In almost all walks of life, you can only make the right decisions if you have sufficient information on which to base your decision. For example before crossing a road I will look left and right to make sure there are no cars coming – I then have enough information to know I will cross safely. In business you will want to know that if you are investing your, or your company’s money, that you will be making the right decision, so it is likely that you will investigate the likely effects of your decision; you will gather information.
- This is particularly true of marketing decisions. Knowledge of your markets is your main concern – hence market research. For example you may be wanting to expand into new markets – how much do you know about these markets:
 - their size?
 - how much they are prepared to pay for your products or services?
 - what the competition is like?
 - how best to communicate with potential customers?

and so on – the list is virtually endless.

 - Gathering information like this will help you make the right decisions.
 - Scope of Market Research

Information available via market research

Heading	Information
The Market	<ul style="list-style-type: none"> • Total market size • Consumer profiles and needs • Trends – growing/declining? • Market segments
Market Structure	<ul style="list-style-type: none"> • Key players – what share do they hold? • Key brands • Method and structure of distribution
Consumer Perceptions	<ul style="list-style-type: none"> • Needs and wants • Perceptions of suppliers • Perceptions of brands

Products	<ul style="list-style-type: none"> • Usage and consumption patterns • Acceptance of new products • Unsatisfied product/service needs
Pricing	<ul style="list-style-type: none"> • Current pricing structures • Past trends • Predicted effects of price changes
Distribution/Retailing	<ul style="list-style-type: none"> • Sales by type of outlet • Retailer/distributor trends
Advertising & Promotion	<ul style="list-style-type: none"> • Effects of different campaigns • Media information – how to reach potential customers

- Market research can be undertaken in all types of markets – consumer markets and ‘business to business’ markets. The techniques may vary but the principles are just the same.

Quantitative and Qualitative

- In market research there are two types of information – quantitative and qualitative.
- Quantitative research is all about numbers – market size, market share, number of people seeing your adverts etc. – and is usually based on some form of sampling and extrapolation.
- Qualitative research is harder to pin down, but is more about ‘understanding’ than just measuring. For example, advert A is recalled better than advert B (quantitative information) but how does A work as an advert and why is it more effective than B?

Understanding customer thinking

Marks & Spencer monitored the increase in the number of women who were working, full or part time, and who therefore had less time to spend in the kitchen. They developed their range of quality ready meals, which required little preparation, and were quick to cook. They have since led the market in this range of food, very profitably.

Monitoring trends

The chocolate manufacturers noted from UK demographic profiles that the market was saturated for conventional chocolate products. They then looked at the wider snack/pleasure market, and developed the ice cream chocolate products. Now Mars have taken this a step further again, and realising that peoples’ tastes change as they mature, have launched a dark chocolate Mars bar, and, no doubt, this will be followed by a white chocolate Mars bar within a couple of years.

3.2 Identify Customer Requirements

Listening to customers

It is best done by listening to people who might be customers, and thinking about why they might be customers, then asking them what they want from us.

EuroDisney noted with interest the number of Europeans visiting their sites in Florida and California. Based on this, and additional research, they built EuroDisney. This was a long term investment, which is now proving profitable.

Testing to see if they really want it

Many companies do this by sampling; in other words giving customers a trial pack free, or at a reduced rate. These tests are carried out in a representative area, and the results carefully monitored and analysed.

Mondex wanted to launch a card which acted instead of cash, for small items, and which could be 'recharged' from a number of banks. They identified Swindon as a town with a typically representative population of the type of consumer who would find this product of most interest. They then launched the test for a period of a year, to give people time to get used to the idea of paying for newspapers and car parking with a piece of plastic.

Thinking in terms of problem solving

Not a case of giving them what we've got, but asking them what they want from us.

In many households washing the dishes can be a subject of heated debate and discussion, is tedious, and has to be done every day. The people who invented dishwashers, recognised that it would solve a range of problems, social, domestic, hygiene, and even aesthetic (with dishwashers to match every kitchen).

Thinking market needs before product

Many companies are product driven, rather than market driven. This is actually the crux of marketing.

Body Shop looked at the market needs of teenage girls, with limited spending power, who did not want the sophisticated packaging, or any products which would appeal to their mothers. Their interest in environmental issues was also noted, and the products were therefore developed to meet these needs.

Another typical example is airlines' marketing. All aeroplanes get you there, but the aeroplanes which are the most profitable, are those which think about what the market needs – good flight times, more leg room, good food, express check-ins, and good service

Sources of Market Information

1. Desk research

- Commercial/Reference library
- Trade/technical libraries (usually London)
- Business Links
- Chamber of Commerce
- Trade publications
- Government statistics
- Advertising Association Pocket Books
- Directory of Employers
- Local Government statistics
- Export desk at DTI
- Internet

2. Ad hoc research

- phone
- mail
- discussion group
- salesperson's feedback
- group

3. Competitor's literature

4. Staff knowledge