

TheCaseSolutions.com



NephroPlus

TheCaseSolutions.com



NephroPlus

The main Objective

TheCaseSolutions.com

- commissioned to examine the ideal marketing objectives, industry and market statistics, consumer profiles, external and SWOT analysis, product packaging and promotional strategy.



Objectives

Main Objectives Cont.

- (i) continue to support superior brand recognition;
- (ii) improve profit margins through performance events and promotional items, and finally
- (iii) enhance the quality of consumer experience and improve customer satisfaction.

TheCaseSolutions.com

CIRQUE DU SOLEIL®



How to achieve these objectives

- address product packaging, pricing, placement and promotional strategy
- MGLA for Cirque du Soleil. **M** is intended to elicit the magic of the performances that must be captured in all aspects of the marketing plan. **G** is for gimmicks such as contest and prizes that can be used to cater to cost conscious consumers. **L** is for location and addresses the importance of ensuring that large city centres surrounded by towns have the population and venue capacity to host events. And finally **A** is for strategic advertising to create excitement and expose consumers to the wonderment of performances.

TheCaseSolutions.com



Background Information

- Canadian entertainment company, self-described as a "dramatic mix of circus arts and street entertainment".
- largest theatrical producer in the world
- Based in Montreal, Quebec, Canada, and located in the inner-city area of Saint-Michel, it was founded in Baie-Sainte-Paul in 1984 by two former street performers, Guy Laliberte and Gilles Ste-Croix.

TheCaseSolutions.com

Promotional items being sold!

T-shirts, mugs, red clown nose, Graphic re-useable bags and Venetian circus masks. These promotional items were chosen because we hope to capture the magical circus atmosphere from the show, and integrate them within our promotional items.



TheCaseSolutions.com

S.M.A.R.T Goals

1. increase overall percentage of children attending the event from 20% to more than 30%
2. Combine online ticket sales and advanced promotional good purchases resulting in 20% (or 1 in 5 ticket sales) having the added purchases done online
3. within 3-5 year, attract a significant sponsorship to the event + identify local charities that can benefit from the city event.

TheCaseSolutions.com

Target Market

- Middle aged women who are educated, has a family, high income and is married
- Free spirited people
- Promotional items are generally geared to this market

TheCaseSolutions.com

