

Identification of the Key Issues for the Target Market Harvard Case Solution & Analysis

Presenters
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Section A
4. The first stage of the strategic analysis is the identification of the key issues. This stage is critical as it sets the direction for the entire strategic analysis. Select the most relevant and significant key issues that will have the greatest impact on the company's performance.



It is necessary and important to concern all the key stages of BMC plan that is there to create strategy development.

Conclusion

Conclusion
• Different path for different segments
• Identify the key points on the path leading to the purchase
• Know the whole path until we get there
• Failure of a touch point being will bring risks to the company

References
1. Kotler, P., & Armstrong, G. (2009). Principles of Marketing (7th ed.). Upper Saddle River, NJ: Pearson Education, Inc.
2. Kotler, P., & Armstrong, G. (2009). Principles of Marketing (7th ed.). Upper Saddle River, NJ: Pearson Education, Inc.
3. Kotler, P., & Armstrong, G. (2009). Principles of Marketing (7th ed.). Upper Saddle River, NJ: Pearson Education, Inc.

KEEP CALM AND ASK ANY QUESTION

Customer touch points
1. Identify customer touch points
2. Determine the need of customer touch points
3. All touch points should be consistent with the brand identity and provide a seamless customer experience.

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Marketing mix
1. Product: The marketing mix consists of product, price, place, and promotion. The product is the core of the marketing mix, and the other three elements support it.
2. Price: The price is the amount of money that the customer must pay to acquire the product or service.
3. Place: The place is the location where the customer can acquire the product or service.
4. Promotion: The promotion is the communication that the company uses to inform the customer about the product or service.

Purchasing decision dynamics
1. Individual differences: Each customer has unique characteristics that influence their purchasing decisions.
2. Social influences: Customers are influenced by their social environment, including family, friends, and social media.
3. Situational factors: The specific circumstances of the purchase, such as time pressure and the need for the product, can influence the purchasing decision.

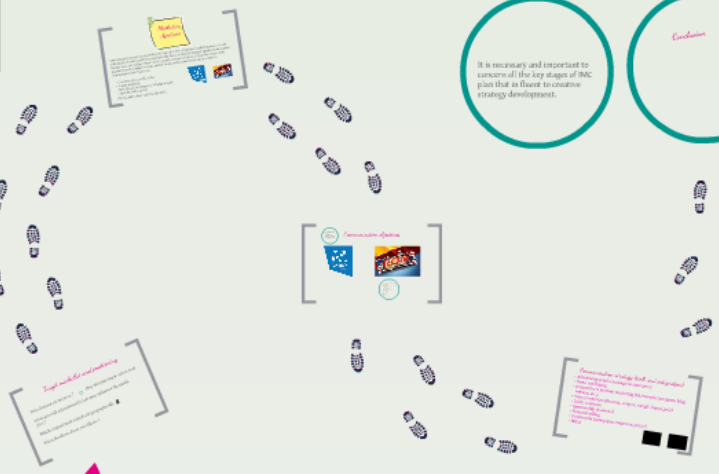
The basic idea decision making process
1. Problem identification
2. Information search
3. Evaluation of alternatives
4. Selection of an alternative

b) The role of the concepts 'path to purchase' and 'brand touch points' in influencing communication objectives and media strategy. Use a further two different campaigns from your answer to illustrate your thinking.

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 At the beginning of the class and the end of the class, students are asked to write the influence of the marketing environment. Select one word to describe or summarize the previous class experience. You expect this content to be used for the day.



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The basic idea decision making process

Purchasing decision dynamics

Customer touch points

Customer touch points

1. Identify customer touch points
 • All touch and the touch point experience that is different in the customer's perception and expectations of the touch point.
 • All touch and the touch point experience that is different in the customer's perception and expectations of the touch point.
 • All touch and the touch point experience that is different in the customer's perception and expectations of the touch point.

2. Diagnose the need of customer touch points
 • All touch and the touch point experience that is different in the customer's perception and expectations of the touch point.
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Section A

a) The key stages after the situation analysis stage of integrated marketing communication planning that influence creative strategy development.

Select two award winning or outstanding creative campaigns you have exposed to this semester to illustrate your thinking.

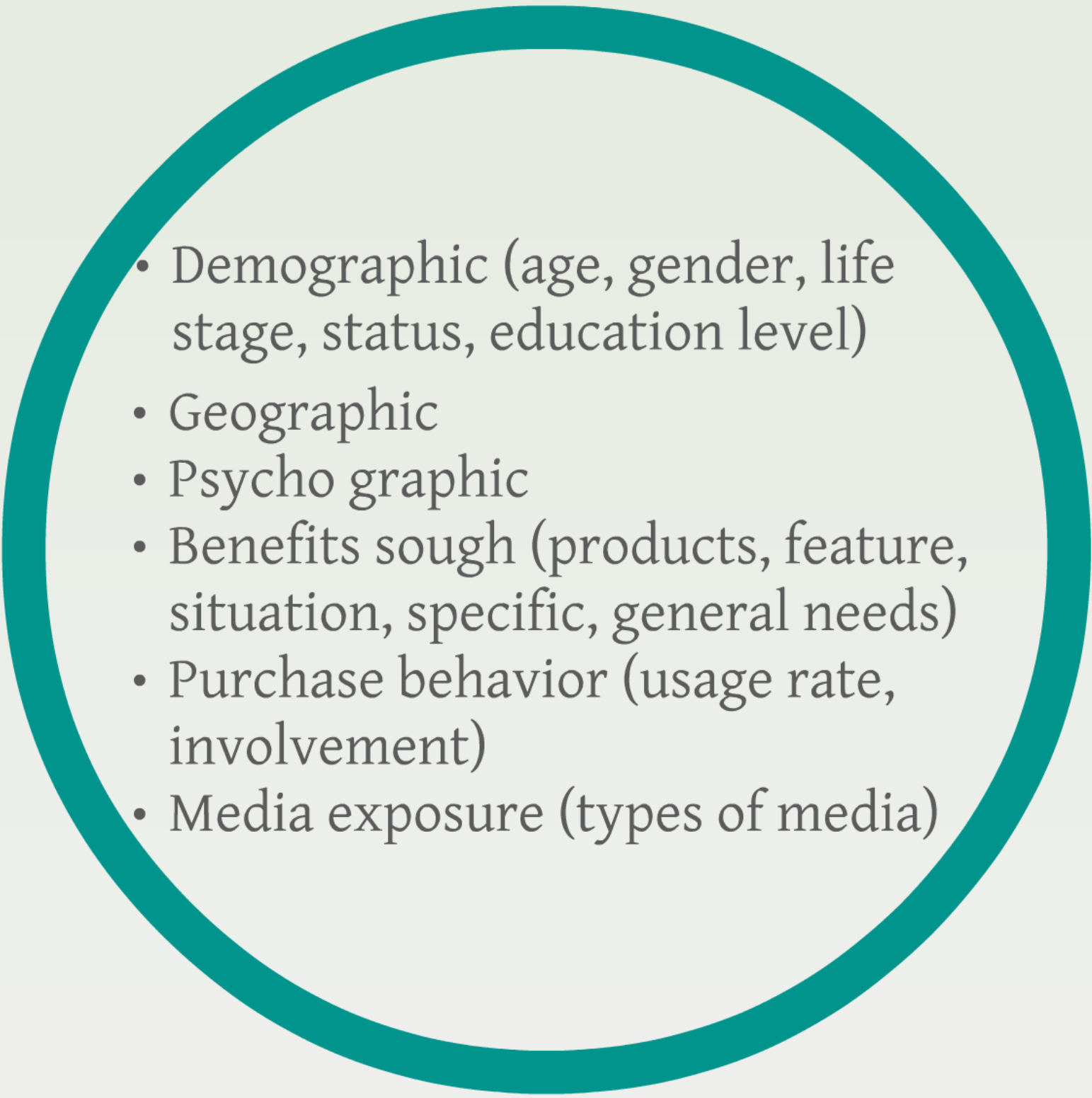
Target market(s) and positioning

Who shall we advertise to ?  (Roy Morgan single source Aus)

What internal and external factors may influence the media plan ? 

Which channel most suited and geographically 

When should we focus our efforts ?

- 
- Demographic (age, gender, life stage, status, education level)
 - Geographic
 - Psycho graphic
 - Benefits sought (products, feature, situation, specific, general needs)
 - Purchase behavior (usage rate, involvement)
 - Media exposure (types of media)

Target market(s) and positioning

Who shall we advertise to ?  (Roy Morgan single source Aus)

What internal and external factors may influence the media plan ? 

Which channel most suited and geographically 

When should we focus our efforts ?

External + internal factors

