

Introduction

In this assignment I will research and assess the promotional mix for a branded product looking at Apple and Coca-Cola. I will research their brands and discuss their marketing mix.

What is meant by a 'Brand' and 'Branding'?

What is 'Promotion' and 'Brand Promotion'?

Reasons why each business needs to promote itself

Section 1 -Introduction to branding (P1 and M1)

1.1 Brief description of the business

Apple Introduction

Explain how Apple started up.
How did they expand and what products do they now sell?

Add in all products they now sell,
what locations they operate in,
how much profit they have made
over the last 10 years.

http://store.apple.com/uk?afid=p219%7CMSNUK&cid=AOS-UK-KWM-MS_UK_Sitelinks_Apple

1.2 An identification of the brand or brands Apple have

Print screen all of the 'Brands' on Apples website

1.3 Explanation of how the brands/services have added value

State how profitable different brands are within the company?

The following table shows net sales by operating segment and net sales and unit sales by product during 2013, 2012 and 2011 (dollars in millions and units in thousands):

	2013	Change	2012	Change	2011
Net Sales by Operating Segment:					
Americas	\$ 62,739	9%	\$ 57,512	50%	\$ 38,315
Europe	37,883	4%	36,323	31%	27,778
Greater China (a)	25,417	13%	22,533	78%	12,690
Japan	13,462	27%	10,571	94%	5,437
Rest of Asia Pacific	11,181	4%	10,741	8%	9,902
Retail	20,228	7%	18,828	33%	14,127
Total net sales	<u>\$ 170,910</u>	9%	<u>\$ 156,508</u>	45%	<u>\$ 108,249</u>
Net Sales by Product:					
iPhone (b)	\$ 91,279	16%	\$ 78,692	71%	\$ 45,998
iPad (b)	37,980	3%	30,945	61%	19,168
Mac (b)	21,483	(7)%	23,221	7%	21,783
iPod (b)	4,411	(21)%	5,615	(25)%	7,453
iTunes, software and services (c)	16,051	25%	12,890	38%	9,373
Accessories (d)	5,706	11%	5,145	15%	4,474
Total net sales	<u>\$ 170,910</u>	9%	<u>\$ 156,508</u>	45%	<u>\$ 108,249</u>
Unit Sales by Product:					
iPhone	150,257	20%	125,046	73%	72,293
iPad	71,033	22%	58,310	80%	32,394
Mac	16,341	(10)%	18,158	9%	16,735
iPod	26,379	(25)%	35,165	(17)%	42,620

(a) Greater China includes China, Hong Kong and Taiwan.

(b) Includes deferrals and amortization of related non-software services and software upgrade rights.

(c) Includes revenue from sales on the iTunes Store, the App Store, the Mac App Store, and the iBooks Store, and revenue from sales of AppleCare, licensing and other services.

(d) Includes sales of hardware peripherals and Apple-branded and third-party accessories for iPhone, iPad, Mac and iPod.

The Company's fiscal year is the 52 or 53-week period that ends on the last Saturday of September. The Company's fiscal years 2013, 2012 and 2011 ended on September 28, 2013, September 29, 2012 and September 24, 2011, respectively. Both fiscal years 2013 and 2011 spanned 52 weeks. Fiscal year 2012 spanned 53 weeks, with a 14th week added to the first quarter of 2012, as is done approximately every six years to realign the Company's fiscal quarters more closely to calendar quarters. Inclusion of the additional week in 2012 increased the Company's overall net sales and operating expenses for the year.

Mention the sales of the different products they sell

Benefits of successful branding		
Benefit	Explanation	Example
Image		
Quality		
Recognition		
Long-lasting perceptions		
Trust		
Marketing multiple products		

1.4 Description of how the brand personalities appeal to you and other customers?

1.5 Explanation of the benefits of the brand to the business

1.6 Likely effects of unsuccessful branding for Apple. Give examples of the brands that did not work at Apple

1.7 Examples of the way Apple promotes its brands

2.1 Brief description of the business

Coca-cola Introduction

<http://www.coca-cola.co.uk/>

Explain how Coca-Cola started up. How did they expand and what products do they now sell?

Add in all products they now sell, what locations they operate in, how much profit they have made over the last 10 years.

2.2 An identification of the brand or brands Coca-cola have

2.3 Explanation of how the brands/services have added value

State how profitable different brands are within the company?



<http://www.corporatereport.com/CCE2013AnnualReport/supplyChain2.html>

2.4 Description of how the brand personalities appeal to you and other customers?

2.5 Explanation of the benefits of the brand to the business

2.6 Likely effects of unsuccessful branding for Coca-cola. Give examples of the brands that did not work for Coca-Cola

2.7 Examples of the way Coca-cola promotes its brands

Section 2

You need to include information about the marketing mix and the role of promotion. Select a branded product from one of the businesses you have been researching.

3.1 What is the marketing mix? Theory

3.2 What is the role of promotion?

3.3 How does the company use each element of the marketing mix?

Pick a product Apple sell and complete the table below. (IPad, iPod, iPhone, IMac)

Marketing mix?	Apple Iphone	3.4 How successful is each 'P' for this product?
Product		How important is the product?
Price		How important is the price?
Place		How important is the place?
Promotion		How important is promotion?

Print screen examples

Pick a product Coca-cola
sell for example Coca-
cola, Fanta,

Marketing mix?	Coca-cola	How successful is each 'P' for this product?
Product		
Price		
Place		
Promotion		

Section 3- The promotional mix (P3)

Describe the purpose of each of the elements of the promotional mix for your selected product. (Based on the same product from section 2) This should include

<i>Apple</i>	<i>Coca-cola</i>	<i>Similarities/Differences</i>
4.1 Advertising	Advertising	
4.2 Sales promotion	Sales promotion	
4.3 Personal selling	Personal selling	
4.4 Direct marketing	Direct marketing	
4.5 Public relations	Public relations	

Section 4- The selection of an appropriate promotional mix (M2)

Explain the importance of selecting an appropriate promotional mix for your chosen branded product.

Company A	Company B	Similarities/Differences
5.1 What is a target market? (Theory)	What is a target market? (Theory)	
5.2 Explain the relevance of the type of market (B2B or B2C)	Explain the relevance of the type of market (B2B or B2C)	
5.3 How the target market was segmented the strengths and weaknesses of the promotional tools used. (AIDA)	How the target market was segmented the strengths and weaknesses of the promotional tools used. (AIDA)	

Section 5- Evaluation of the effectiveness of branding (D1)

Finally, evaluate how effective the branding is for your chosen product.

Has the promotional mix worked?

Does it communicate to its target market?

Were the right promotional tools selected? Use figures in this section to support your argument.

Apple	Coca-Cola
5.1 Has the promotional mix worked?	Has the promotional mix worked?
5.2 Does it communicate to its target market?	Does it communicate to its target market?
5.3 Does it successfully convey the desired image?	Does it successfully convey the desired image?
5.4 Make some recommendations.	Make some recommendations.

Sources of information

Websites

www.adassoc.org.uk
has information about the advertising industry

www.interbrand.com
reference source on ranking of top brands in the world

www.marketingmagazine.co.uk
online magazine with news and articles.