

Session 6a

Developing a Business Plan/Marketing

8th January 2020



What's the story?



'Human towers (castells) are one of the most genuine and singular cultural manifestations in Catalonia.

Under the traditional motto of "strength, balance, courage and good judgement".



What make a good brand?

שרתנו

קוקה-קולה

סימן רשום

COCA-COLA.   *Coca-Cola* *Coca-Cola* 
1886 1890 1900 1905s 1940 1950

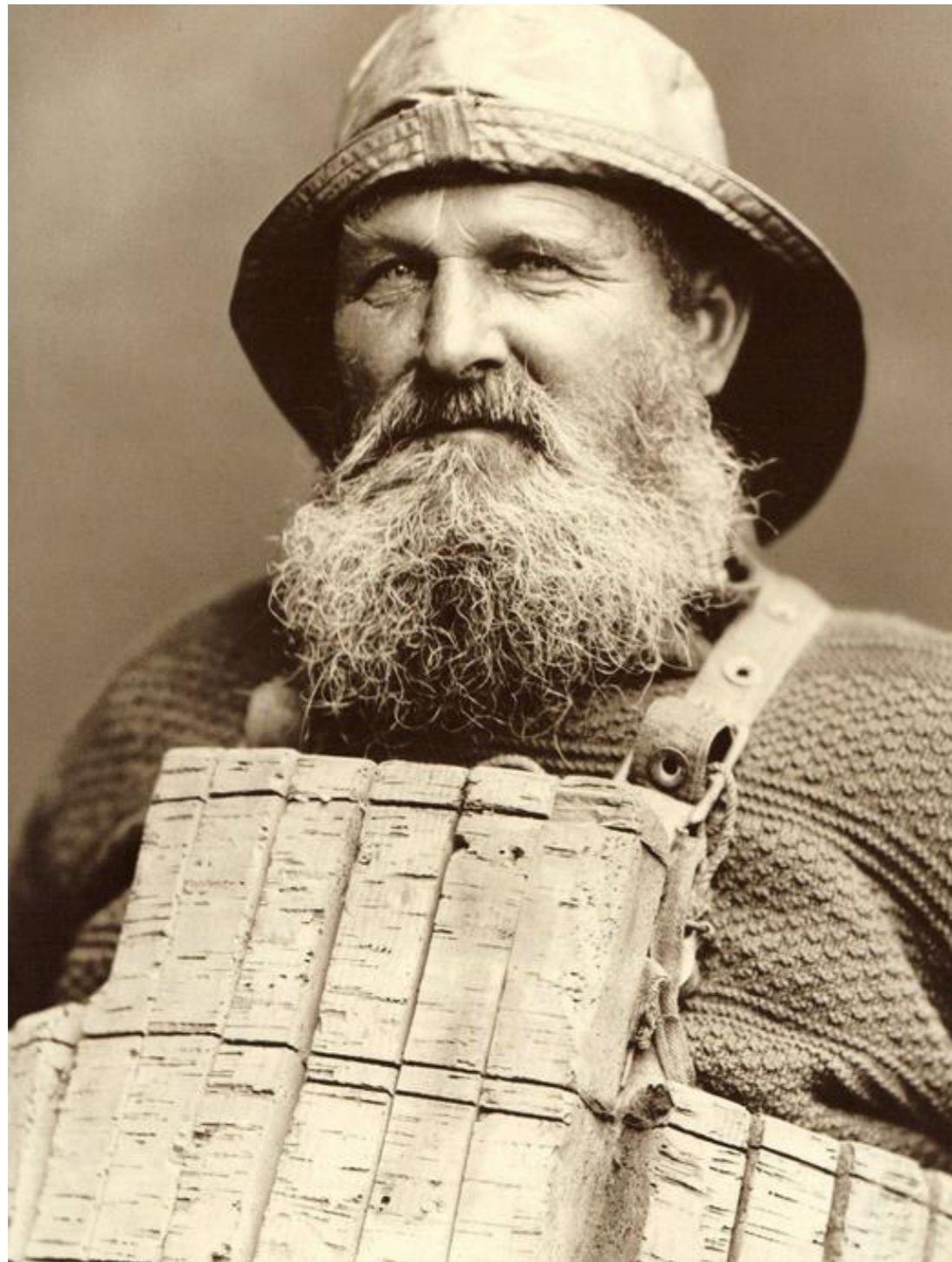
 **Coke**
Coke    *Coca-Cola*
1969 1985 1987 1993 2003 2007

What is a brand?

It's not just a logo



It's not just a logo



What are your brand values?



Be consistent in your marketing.



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What are your brand assets?

Each group has all the essential ingredients needed for successful branding;

- featured literary person/s
- from a unique location
- with heritage
- and recognisable quotes or imagery

plus

- individual passion for your projects

5P's of Marketing;

Product

Price

Promotions

Place

People

Example of the 5 P's of Marketing

John is considering operating a jet ski shop catering to travellers and tourists. To position his business, John may consult the 5 Ps of marketing in the following manner:

- **Product:** By-the-hour jet ski rentals for people who are in the city for a short duration of time. A limited liability form to be signed by people who participate in the service and a monetary deposit in case of damages.
- **Price:** Cheap jet ski trips to cater to the budget constraints of travelers and tourists. A 10% discount on jet ski trips when referred by a travel agency.
- **Promotions:** A Facebook page, Instagram page, and a Twitter handle to promote the business. Also, paid promotions on travel agency websites.
- **Place:** An easy to access location from existing transit systems.
- **People:** Friendly staff members who love meeting travelers and offer exceptional customer service.

Customer loyalty





THANK YOU