

https://www.youtube.com/watch?v=b4Ow_M8kpkg



Marketing Basics

http://www.huffingtonpost.com/fixcapitalism/can-marketing-improve-cap_b_8516126.html/

<http://www.adweek.com/news/advertising-branding/content-marketing-moving-toward-zen-state-storytelling-171231> (content marketing)

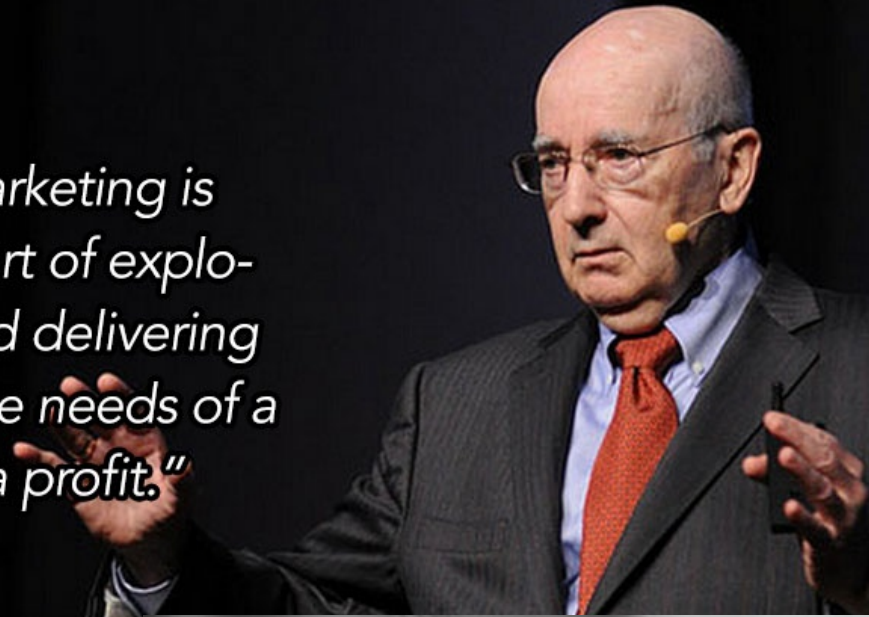
<http://www.forbes.com/sites/jefffromm/2016/07/06/the-lululemon-lifestyle-millennials-seek-more-than-just-comfort-from-athleisure-wear/#37b14a903658>

<http://www.businessoffashion.com/articles/basics/how-do-you-create-brand-awareness>

<http://www.forbes.com/sites/avidan/2013/12/04/ten-great-agencies-of-2013/#35d801983ff9>

<http://www.bloomberg.com/view/articles/2016-07-22/the-swiss-watch-industry-s-perfect-storm>

Philip Kotler: *“Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit.”*



“I’m more interested in people than I am in how businesses work.”

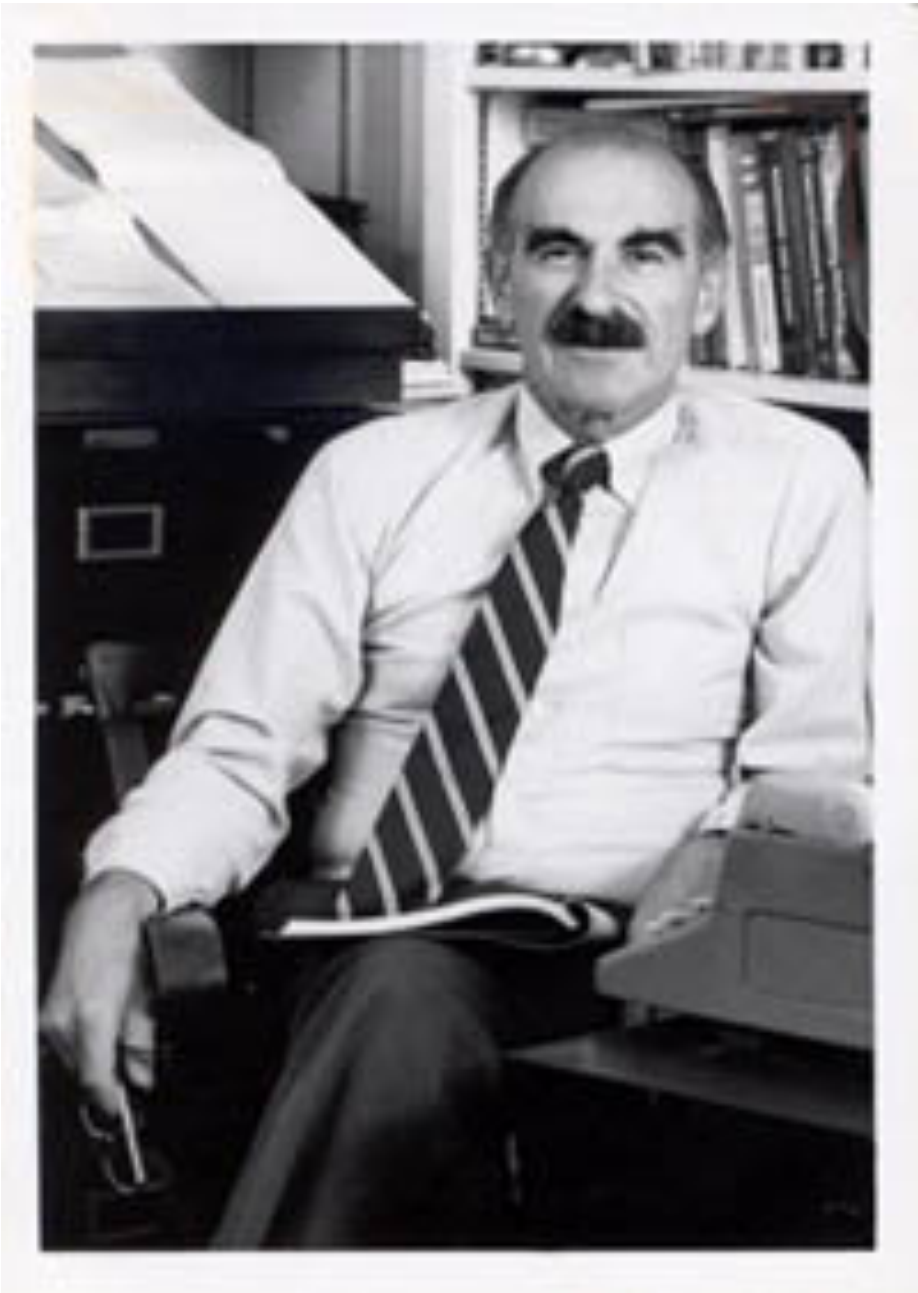
Peter Drucker



Managing profitable customer relationships.

History of Marketing

- Product Era
- Sales Era
- Marketing Era
- Relationship Era



Theodore Levitt, Harvard Business Review, 1960

M
A R
K E T
I N G M
Y O P I A

McCann is a global [advertising agency](#) network, with offices in 120 countries. McCann is a subsidiary of the [Interpublic Group of Companies](#), one of the four large [holding companies](#) in the advertising industry. McCann Erickson created [Coca-Cola's](#) "It's The Real Thing" slogan and ad campaign, including the famous 1971 "Hilltop" ad, which featured the "I'd Like to Buy the World a Coke" jingle.

Ogilvy & Mather is a New York City-based advertising, marketing and public relations agency. It started as a London advertising agency founded in 1850 by Edmund Mather, which in 1964 became known as Ogilvy & Mather after merging with a New York City agency that was founded in 1948 by [David Ogilvy](#). In 2004, Ogilvy & Mather launched [Dove's Campaign for Real Beauty](#),

Young and Rubicam, 1923, Philadelphia. Moved to New York for Jell-O. First color TV ad.

In December 2013, Mita Diran, a young copywriter died from overwork in a Y&R office in Indonesia.^[11] She had been working for 30 hours straight, and staying up by drinking energy drinks.

Wieden+Kennedy (W+K; pronounced WHY-den and KEN-edy;^[1] earlier spelled *Wieden & Kennedy*) is an independently owned [American advertising agency](#) best known for its work for [Nike](#). Founded by [Dan Wieden](#) and [David Kennedy](#), and headquartered in [Portland, Oregon](#)

Grey Group is a global [advertising](#) and [marketing](#) agency with [headquarters](#) in [New York City](#), and 432 offices in 96 countries, operating in 154 cities^l. Founded in 1917 by Larry Valenstein and Arthur Fatt, Grey Global Group began as a [direct marketing](#) company named Grey Studios, reflecting the color of the wall of its original quarters, changing to Grey Advertising in 1925. <http://grey.com/us>

<http://www.tiffany.com>

<http://www.adweek.com/agencyspy/ogilvy-celebrates-new-york-for-tiffany/84864>

<http://www.adweek.com/creativity/nyc-sparkles-ogilvys-gorgeous-animated-christmas-ad-tiffany-161520/>

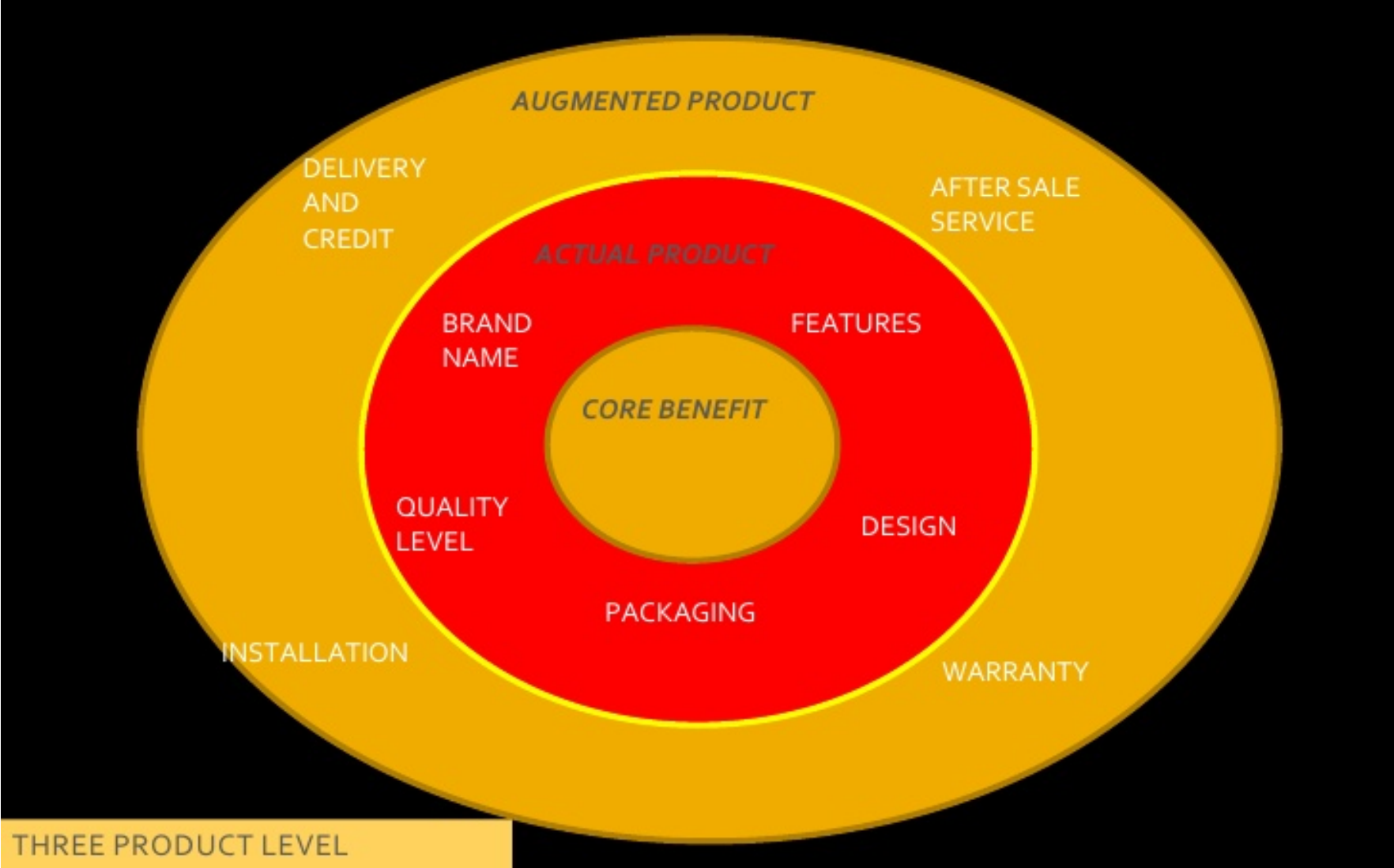


THE 4 P_s OF MARKETING



Product

Total Product Concept by Theodore Levitt





How does it look for a fashion product?
Pick a product and map it out.

Price

Value vs. Cost

P/V = Perceived cost, where P = Price and V = Value

$$\$100 / 2 = \$50$$

$$\$100 / 4 = \$25$$

$$\$100 / 5 = \$20$$



Remember: Value is tangible and intangible qualities.

“For marketing purposes it is possible to view pricing from two perspectives:

1 is from the point of view of cost, what an item actually costs either to produce or for a buyer to purchase.

2, selling price, looks at the situation from the customer or end-consumer’s perspective. It considers what might be a realistic selling price and factors in issues such as affordability and perceived value. (Must research how customer’s perceive price.)” -Posner

W. S Studio Price Architecture



Place

“Place is about getting the right product to the right place at the right time and in the right amount.” - Posner

Key Sales Channels:

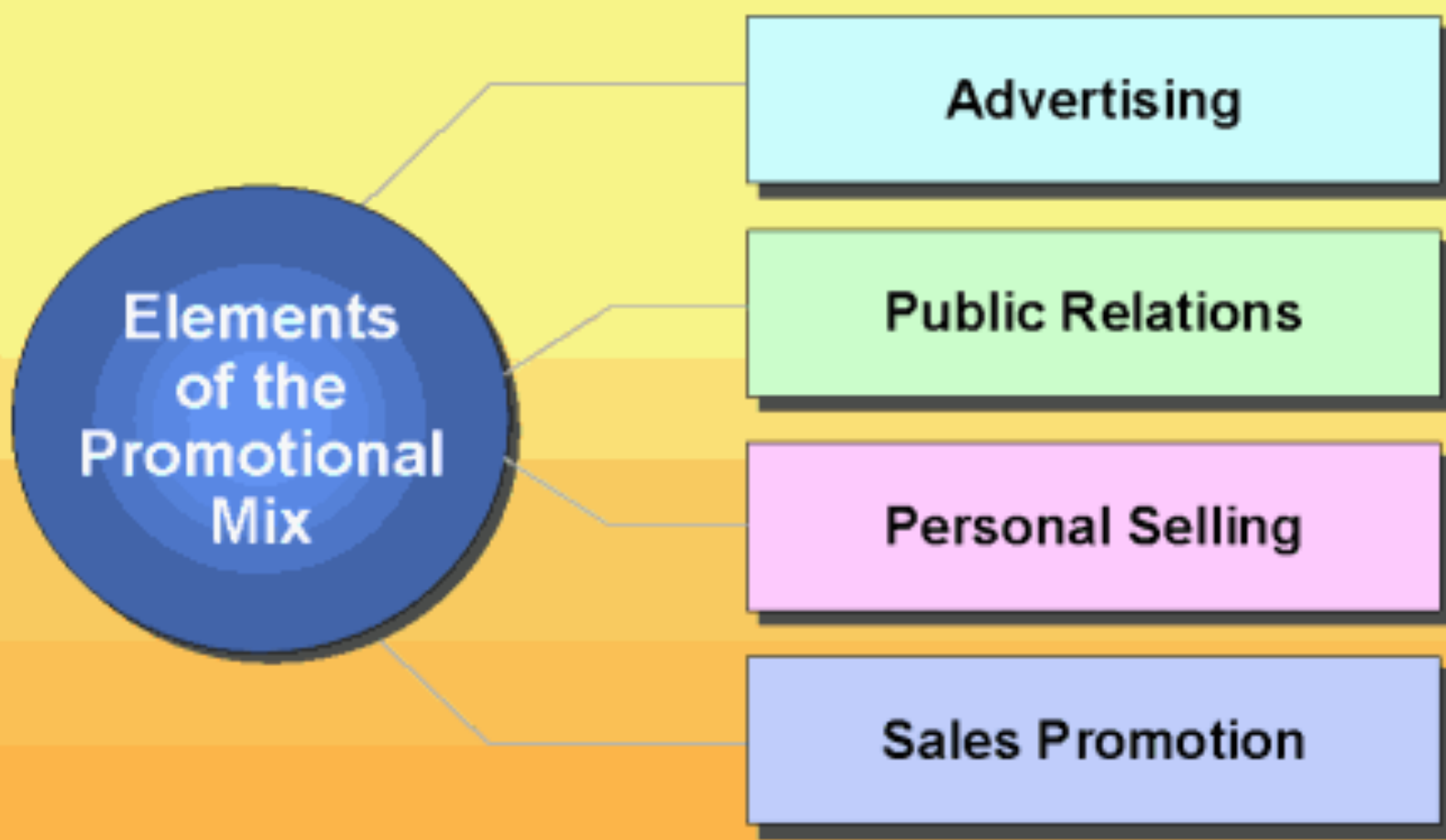
- Bricks and Mortar Retail
- Direct (On line, telephone)
- Catalogues
- Public Events (sports or fashion events)
- Trunk Shows, On line Trunk Shows, or Preview Events

Promotion

Objectives of Promotion

1. Provide information to consumers and others
2. Increase demand
3. Differentiate a product
4. Accentuate a product's value
5. Stabilize sales

Promotional Mix



How to succeed in business....

<http://www.tcm.com/mediaroom/video/218518/How-to-Succeed-in-Business-Without-Really-Trying-Movie-Clip-Grand-Old-Ivy.html>

What happens when you become an epic marketing executive...

<https://www.youtube.com/watch?v=FKgPTklulEI>

<https://fashionmarketinglessons.wordpress.com/2010/11/27/using-the-marketing-mix-in-the-fashion-industry/>



Small Group Discussion:

The 4 P's Applied to a Fashion Brand: