

Marketing forces



The Chartered
Institute of Marketing

Hi. Who are you and what do you do?

I'm Susan Ward, Marketing Manager at The Chartered Institute of Marketing.

Marketing's the same as advertising, right?

Most people think that marketing is only about the advertising and/or personal selling of goods and services. Advertising and selling, however, are just two of the many marketing activities.

Oh. In that case, can you describe what marketing is in no more than 10 words?

Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably.

Nearly. Now can you give us a more detailed definition?

In general, marketing activities are all those associated with identifying the particular wants and needs of a target market of customers, and then going about satisfying those customers better than your competitors. This means doing market research on your customers, identifying their needs, and then making strategic decisions about what are known as 'The Four Ps' – product design, pricing, promotion and place (distribution).

This view is consistent with the following definition of marketing found in a popular

Marketing – it's one of those buzzwords you hear a lot these days. It's also an increasingly popular career, although it always helps if you know what it actually is to start with. We looked around until we found the right person to tell us...

marketing textbook:

Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services, organizations, and events to create and maintain relationships that will satisfy individual and organizational objectives.

So – when might we see marketing in action when we're going about our daily business?

Marketing is everywhere. Whether it's the logo on your designer clothes, the advert breaks on the television, comments you hear about some company or other...it all goes towards promoting a company or its products, and making you want to be part of it.

Seems like marketing has never been more widespread, then. Why do you think it has increased so much in the last few years?

Marketing has always been around. However, the investment in advertising has grown with the increase in new

opportunities like sponsoring TV programmes and sponsorship of sports events and so on. Increased awareness of competitor activity speeded up by electronic communications has also meant that more companies practise marketing now than ever before.

Marketing these days is no longer just about facilitating commercial exchanges. It's about taking account of the dynamism of global markets, unpredictable customers that don't fit classic analysis, changes in buyer behaviour, the rise of services, the new combination of markets that no longer relate to standard industrial classifications, the increasing power of customers, interactive marketing...

Sorry to be rude, but we can't help asking: is the marketing world a kind of touchy-feely-smoothie-drinking-plasma-screened-trainer-wearing-scooter-riding-oxygen-bar-frequenting scene, or are you all ruthless computerized head dissectors who see punters as nothing

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for some more information on how to get into marketing

Marketing

more than a set of walking controllable responses?

No.

Right, glad we cleared that up. So who are the people who work in marketing and what do they actually do with themselves all day long?

The marketing field encompasses a huge range of opportunities, with an equally huge range of personalities. With everything from designing literature to researching customers, copywriting to event organization, data mining to brand management, there is no typical marketing person. However, a flair for creativity, a mind for idea generation and an eye for detail will all help to get the job done.

Wow. Right, suppose we decided that etc. magazine needed to put itself about a bit more. We'd go to Ace Marketing Ltd, tell them we wanted to 'strengthen our brand' (that's what you say, right?) – and then what would happen?

They would want to know more about your customers (target markets), their needs, your brand values, your budget, your competitors and your objectives. They would then go away and put together a proposal for you with some ideas for discussion.

Sadly, etc.'s not quite managed the world domination thing yet. But how would something really massive – like, say, the Olympics – go about marketing itself?

The main objective should be high profile endorsement from major brands, so they need good sponsorship, good high profile leaders and so on. For any campaign to be successful you need to establish your objectives, know your customers and plan good, innovative marketing campaigns using TV/radio/internet/magazines etc. depending on your budget.

We've heard of something called guerilla marketing. Nothing to do with monkeys,

presumably? So what is it?

Guerrilla marketing, a.k.a. buzz marketing, is an approach to advertising that relies on unconventional and innovative methods of getting a message across. Often highly targeted, guerrilla marketing works its way through large networks of people via word of mouth and electronic communications. It relies heavily on sparking the imagination of the market through intelligent and stimulating messages. It is also a much less expensive approach compared to traditional television advertising campaigns.

What's the best marketing idea you ever heard of?

Projecting a 60-foot image of Gail Porter onto the side of the Palace of Westminster has to be fairly high up on the list. It was done in 1999 to promote an *FHM* magazine poll and, cheeky or not, it's

Marketing offers a huge variety of jobs – life is never dull

becoming a common way to gain publicity. Gay campaigners covered it in slogans, while Age Concern projected its latest advertising campaign onto it. The Ministry of Sound has also pulled the stunt.

And the worst? (Don't get sued – you don't have to mention names!)

A few years back a certain breakfast cereal company made life hard for themselves by trying to expand the market for their products into India. Spending \$65 million on the project did not change the fact that breakfast in India is typically a bowl of hot vegetables, and unfortunately the occasional purchase of a box of cereal was for novelty value only! The moral of the story – know your customers!

What's the buzz – why do people like working in marketing?

Marketing departments tend to be pretty lively places. This is partly because of the people that the field attracts, partly because everyone is (to a varying extent) reliant on the involvement of others within the team, and partly because of the need to bounce ideas around to get a feel for whether you're on the right track.

Also, marketing offers a huge variety of jobs – life is never dull. And in the unlikely event that you get bored of one thing, you can try something different.

What kinds of people might find they were good at it?

Let's answer that with some bullets:

- Creative with good ideas
- Not 9-5 workers
- Outgoing
- Perceptive/interested in how people behave
- Good at analyzing data
- Like to work on lots of different things at once – not just one thing
- Like meeting lots of different people

And if we've planted a thought or two with this piece, what would our readers need to do to find a way in to the industry?

As you've probably realised by now, marketing is a very competitive industry to get into. And sadly it's the same old story about getting ahead of everyone else with greater knowledge and more experience. The Chartered Institute of Marketing offers professional marketing qualifications for everyone from school leavers to more senior personnel, which will not only get you noticed by potential employers for your marketing skills, but will also prove your commitment to the industry.

But as usual, knowing your stuff will only get you so far. If you can, get yourself into a marketing department, either through temporary work or as an assistant. You will then be able to work at getting into the more juicy roles!

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• AN innocent MAN

You've heard the theory, so how does marketing work in the real world?



'We love you.

'That's what Mick and Keith said, and we say it too. I know what you're going to say – it's schmaltzy, it's unbusiness-like, it's a cynical

marketing ploy. But we really do love you. If you weren't reading this, we wouldn't be selling drinks. And if we weren't selling drinks we wouldn't have jobs. And if we didn't have jobs we'd have to sit at home and watch Trisha every day.'

And that's just the label from one of their juice bottles. **etc.** loves innocent drinks really quite a lot, because not only are their drinks beautiful and delicious, but their whole outlook seems to be groovy. They make smoothies from nothing but fruit, and drive around in vans disguised as cows. Now that, folks, is cunning marketing (they're not paying us to say this, by the way). But is it genuinely groovy, or just sharks in suits toying with **etc.**'s hippy-dippy brain? We hooked up with Dan Germain, Head of Creative at innocent, and asked him if he was messing with our minds...

'Well,' he tells us, 'my job is based on clever ways of getting people to fall in love with our nice

little drinks.' Aha, so you're manipulating us? 'But we don't do everything in a conventional way. Usually there's a different way to do it if you just spend ten minutes thinking and talking about it.'

'Different' in innocent world means having your own festival in the summer

('Fruitstock' – marvellous!), ads proclaiming 'from the makers of trees, and stuff' and a weekly newsletter about nothing in particular. It's all about building up a friendship with us – the consumers. 'I think people like it more when you're not trying to force them into something,' Dan says, 'because a big part of marketing is convincing people to buy something that they don't actually need. We're not going to ram our drinks down their throats, we're just going to let them know they're there. People respect that more.'

Shock and pour?

Hmm, that doesn't sound so ruthless. How do they go about cultivating the right way of saying this, though? It must be months at Marketing Boot Camp being beaten with the corporate shtick, right? 'Actually, things can be natural, honest and open,' he says, 'the way we speak on our labels is the way I'd speak to my mates.'

Does Dan think this is the key to their success?

'I think tone is the important thing, people can't steal that. They can steal our recipes, but they can't steal the way we engage with people –



Meet Dan

Strange career moment?

'Sitting in a kitchen taking the seeds out of kiwi fruits with pins and tweezers.'

Typical.

How wouldn't you market innocent?

'We'd probably not give away free firearms with every bottle bought...'

Ideal smoothie sharer?

'Leonardo DaVinci.'

Good one!



we like to have a long-standing relationship with them, have a nice chat like you would with the bloke in the grocer's; I hope people like that more than being whacked around the face with fireworks.'

It sounds lovely, but come on, how does this work in reality? Do they sit around on sofas juggling and get ideas that way?

'If we did,' Dan tells us, 'everyone would just end up with different ideas and never get anywhere.' The innocent regime contains Monday meetings with the whole team (or '50 people in a huddle talking about stuff'), very specific briefs for each product – who it's for, who will see it, where they want to go with it – and talking to lots of people to make sure they're getting it right. Plus drinks down the pub on Friday night. 'A lot of companies forget that they employ all these people with love for the products, and who know them really well, so why go elsewhere for creative ideas about them?' Dan wonders. 'We have little sit-downs in the pub, and that's where ideas can come out.'

Being fruitful and multiplying

You need to be flexible and imaginative: Dan even watches what people do in shops and tries to be aware of what's going on. He saw 'lairy' labels on things, so innocent labels are quiet and pleasant – stuff like that. It seems to be working, as turnover is approaching £15 million a year; not bad for a chap who was teaching English in Indonesia before his mates set up innocent.

'We've learned to do it by doing it,' he says of their rise to Fruitopia

(sorry). 'We cock it up half the time, but learn from our mistakes and make it right...righter...is that a word?...next time.'

Of course it helps

if the mates you set up a drinks company with were management consultants and advertisers previously, so what would Dan say to anyone who wants to get where he is? 'Go and get a degree – employers will look at that – in an area that you're going to love and enjoy for three years. And see how you feel then; what you feel now will be totally different to what you feel then.' In other words, go have fun first and worry about it later...

Speaking of which, Dan's job sounds fun – writing drinks labels, thinking about nice things to say about oranges – but before **etc.** abandons the lounge and begs him for work, is there a down side? 'Marketing is hard work, you've got to do your stuff and it's got to be top quality, but if you know what you're trying to achieve it's really easy! You should always have a laugh, in the end, and that will come through.'

Well, we're convinced – no sharks. Nice people making nice drinks...good to know there's a corner of the world working properly, isn't it? **etc.**

THIRSTY?

Go to www.innocentdrinks.co.uk for further fruit frolics, it's a splendid place