

Marketing Tool

Welcome to your first day on the campaign. We are so glad to have you on our team. Before we brief you on the product, here's a sample of the product. Please give us your thoughts on it.

Orientation:

1.a. What is it?

1.b. What are possible target audiences? Which one will you focus on?

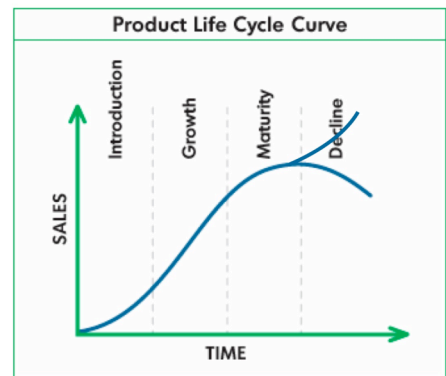
1.c. What is the category?

Product Age:

2.a. Where do you think our product is on the Product Life Cycle? Why?

2.b. What are the challenges and opportunities in that phase?

2.c. What creative ideas can you suggest for technical superiority?



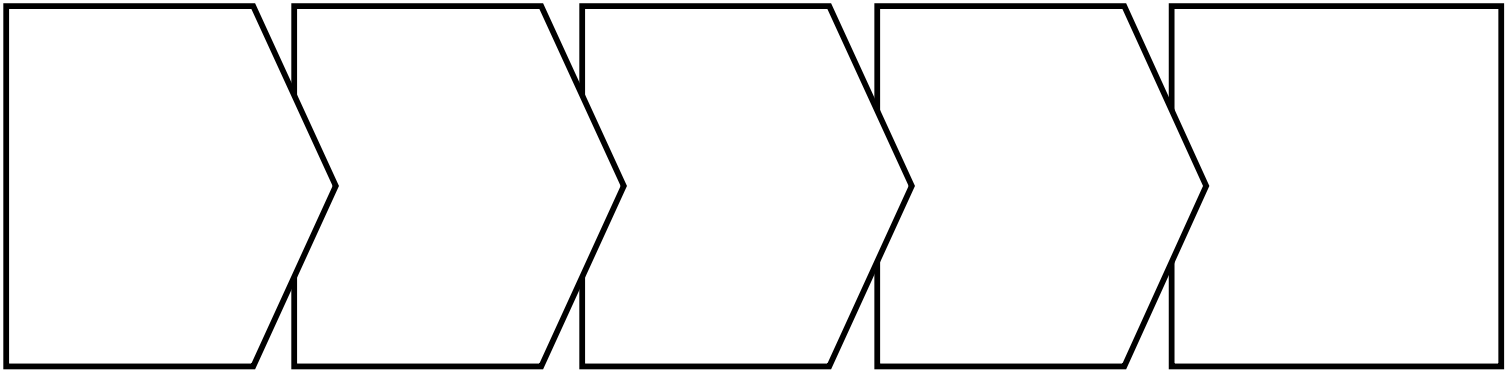
Introduction:
technical
superiority

Growth: own
the category

Maturity: plan
our re-birth

Buyer Decision Timeline

3. What do you think the five key steps are in the customer's decision making?



4. What is the customer's hierarchy of needs?

Self-Actualization

Esteem

Love

Safety

Physiological

Up here
are the
highest
wants.

Down
here
are the
basic
needs.

