



Reading

Marketing Strategies and Case Studies (pg. 69)

Activities

2. Work in pairs.

Possible answer:

Marketing Manager (Brand Positioning & Market Segmentation): "We should position our brand as the go-to ethical choice for consumers who care about sustainability. To do this, I think we should target environmentally conscious young adults aged 20-35 who want to look stylish but also care about the environment. We can highlight our eco-friendly materials, fair labor practices, and our commitment to reducing waste. This kind of positioning helps us clearly differentiate ourselves from fast fashion brands."

Campaign Specialist (Campaign Ideas): "Great. For our digital campaign, I suggest focusing on emotional storytelling. We can create a video series featuring the journey of our clothing—from sourcing the organic cotton to the final product. We could also share stories about the workers who create our garments, showing the positive impact on their lives. This transparency can help build trust and emotional connections with our audience. We'll use Instagram and TikTok for short, engaging content that shows both the style and the ethical value behind our products. For market penetration, we can use targeted ads to reach audiences already interested in sustainability, and partner with influencers who align with our values."

Summary of Marketing Plan: "Our marketing plan is all about establishing our brand as ethical and transparent, targeting eco-conscious young adults. We'll position ourselves by highlighting the quality of our materials, our commitment to fair labor, and the journey behind our products. The campaign will focus on emotional storytelling and transparency, building brand equity and encouraging customer retention through trust and relatable values. We'll use social media and influencer partnerships to increase market penetration."

Follow-up for Discussion: This plan uses a mix of emotional branding and transparency, which helps establish trust and attract customers who value sustainability. By sharing personal stories, we create a connection that goes beyond just the product, encouraging loyalty to the brand.



Listening

The Marketing Insight (pg. 70)

Activities

1. Work in pairs.

Possible answer:

Brand Manager: "Our target audience is young professionals aged 25-35 who are environmentally conscious and value efficiency. To appeal to them using mindshare branding, we need to highlight the practical features of our product. For example, we can emphasize the advanced technology that makes our product more energy-efficient compared to competitors. We'll use data and comparisons to make sure our audience sees us as the most logical choice when it comes to balancing performance and sustainability. We could also include testimonials that focus on how using this product saves both time and energy."

Creative Director: "Great! To add an emotional element, I suggest we craft a campaign around the idea of 'Creating a Better Future Together.' We can tell the story of how each purchase contributes to reducing carbon footprints and protecting the environment for future generations. We'll use real customer stories to show how our product has positively impacted their lives, building a sense of community. The campaign could include videos of young families using our product to create an emotional connection, focusing on themes like care for loved ones and leaving a positive legacy. We want our audience to feel proud of choosing us, not just for what the product does, but for what it stands for."

Professional Challenge

To increase brand loyalty for an eco-friendly personal care product, I would develop a marketing strategy that combines emotional branding and data-driven insights to create a unique connection with the target audience. First, I would emphasize storytelling to highlight the product's sustainable journey—from sourcing natural ingredients to its eco-friendly packaging. This narrative would be shared through social media channels and customer testimonials, allowing potential buyers to emotionally connect with the brand's values.



Answer Key

Next, I would use market segmentation to tailor messages for different consumer groups. For example, targeting young professionals with ads focused on reducing their carbon footprint, while reaching families with content emphasizing safety and sustainability for loved ones. Utilizing a data-driven approach, I would analyze consumer preferences and purchasing behavior to determine which segments are most responsive to these messages and adjust accordingly.

Finally, I would build a loyalty program that rewards customers for eco-friendly behavior, such as recycling or repeat purchases. This not only strengthens the emotional bond but also turns customers into brand advocates. By integrating emotional storytelling with precise segmentation and loyalty incentives, I believe the product would stand out in the competitive market and foster lasting brand loyalty.

Rubric:

Category	Exceptional (Full Points)	Proficient	Basic	Needs Improvement	Points
Problem Understanding (20)	Clearly identifies the challenge and demonstrates a deep understanding of emotional branding and data-driven targeting.	Identifies the challenge but with limited explanation of the interplay between key components.	Partially identifies the problem with unclear or incomplete descriptions.	Fails to address the core challenge or misunderstands the assignment.	/20
Integration of Sustainable Benefits (20)	Effectively integrates sustainability into the strategy, aligning with eco-conscious values and expectations.	Addresses sustainability but lacks creativity or strong connection to the audience.	Mentions sustainability but does not integrate it effectively.	Overlooks or inadequately addresses the importance of sustainability.	/20



Answer Key

Audience Segmentation and Targeting (20)	Demonstrates strong understanding of diverse consumer segments with a thoughtful, data-driven targeting approach.	Identifies segments with some insight but lacks a robust data-driven approach.	Provides a generalized or insufficient explanation of segmentation.	Fails to address segmentation effectively.	/20
Use of Emotional Branding (20)	Creatively and effectively applies emotional branding to build connections with eco-conscious buyers.	Includes emotional branding but with limited originality or depth.	Shows minimal understanding or application of emotional branding.	Neglects or applies emotional branding ineffectively.	/20
Clarity and Conciseness of the Strategy Document (10)	Well-organized, concise, and adheres to the one-page limit while effectively conveying key points.	Mostly clear and concise but slightly exceeds one page or omits minor details.	Somewhat disorganized or lacks clarity with significant omissions or excessive length.	Unclear or disorganized, failing to convey the strategy effectively.	/10
Collaboration and Idea Refinement (10)	Actively participates in discussions, provides constructive feedback, and refines the strategy effectively.	Participates in discussion and incorporates feedback with limited depth or effort.	Minimal participation in discussions and refinement.	Does not engage meaningfully in the collaborative process.	/10



Grammar I

Past Simple, “Used To” and “Would” for past habits and routines (pg. 71)

Activities

- 1. Work in pairs.** Discuss the differences you can see and the differences you can guess exist between the family shown in the picture and your own family. Use the targeted grammar.

Possible answer:

When I look at this picture, I would say there are several differences between this family and my own. In terms of visible differences, the family here would likely gather around the television as a shared activity since, in the 1950s, families would often have just one screen at home. In contrast, my family wouldn't necessarily do the same; each of us would likely use our own device, whether it's a phone, tablet, or laptop.

If I think about lifestyle, I would guess that this family had more predictable routines compared to my own. For example, they would probably all sit together for dinner at the same time every evening, while my family might not always stick to a strict schedule due to everyone's busy or conflicting routines.

For entertainment, this family would only have a limited choice of programs on a black-and-white television. In my case, my family would have access to many streaming platforms, so we wouldn't feel limited to only a few options.

Lastly, I would imagine that the family in the picture had more traditional roles at home, with parents having distinct roles in household responsibilities. In my family, we would tend to share those responsibilities more equally. Overall, the differences are both visible and cultural, reflecting changes in technology, lifestyle, and family dynamics.

Grammar II

Modal Verbs for Strategic Suggestions and Possibilities (pg. 73)



Activities

1. In the provided business meeting transcript, the team discusses several strategic options using modal verbs to express suggestions and possibilities:
 1. Expanding the Product Line: The manager suggests that the company should consider broadening its product offerings to cater to a wider range of customer needs.
 2. Exploring New Markets: A team member proposes that the company could investigate entering new markets to enhance its reach and customer base.
 3. Ensuring Operational Stability: Another team member emphasizes that the company must ensure its current operations are stable before pursuing new opportunities, highlighting the necessity of a solid foundation.
 4. Conducting Market Analysis: The manager mentions that the company might want to perform a market analysis to identify potential growth areas, indicating a possible course of action.
 5. Allocating Resources for R&D: A team member suggests that the company ought to dedicate resources to research and development to foster product innovation, recommending a strategic investment.
 6. Hiring Additional Staff: Another team member notes that the company may need to recruit more personnel to support these new initiatives, considering the potential requirement for expanded human resources.

3. Strategic Decision-Making Quest.

Rubric:

Category	Exceptional (Full Points)	Proficient	Basic	Needs Improvement	Points
Role Assignment and Engagement (10)	All members actively engage in their roles, demonstrating a deep understanding of their responsibilities.	Most members engage in their roles and understand their responsibilities with some minor gaps.	Some members engage minimally in their roles or demonstrate limited understanding of their roles.	Roles are unclear or members do not actively participate in their assigned responsibilities.	/10



Answer Key

Scenario Analysis (20)	Demonstrates a thorough understanding of the scenario, identifying key challenges and opportunities.	Understands the scenario and identifies most key challenges and opportunities with minor oversights.	Provides a basic analysis of the scenario, missing several key challenges or opportunities.	Scenario analysis is incomplete or demonstrates significant misunderstanding of the challenge.	/20
Use of Modal Verbs (20)	Effectively and creatively uses modal verbs to express a wide range of suggestions and possibilities.	Adequately uses modal verbs to express suggestions and possibilities, with occasional repetition.	Limited use of modal verbs, with some errors or a lack of variety in expressions.	Rarely or incorrectly uses modal verbs, with little variety or relevance to the scenario.	/20
Decision-Making Process (20)	Decisions are well-discussed, considering multiple perspectives and reaching a clear consensus.	Decisions are discussed, with most perspectives considered and a consensus reached.	Decision-making process is rushed or considers limited perspectives, with partial consensus.	Decisions lack discussion or consensus, with minimal consideration of options.	/20
Presentation of Decisions (20)	Clearly and confidently presents decisions, providing strong reasoning and effectively integrating modal verbs.	Presents decisions with clear reasoning and integrates modal verbs, but with occasional hesitations.	Presentation is somewhat unclear, with limited reasoning or weak integration of modal verbs.	Presentation lacks clarity or reasoning, with little to no integration of modal verbs.	/20
Collaboration and	Team collaborates effectively,	Team collaborates well, with	Collaboration is uneven, with	Collaboration is weak, with poor	/10



Answer Key

Teamwork (10)	demonstrating excellent communication and problem-solving skills.	minor lapses in communication or problem-solving.	noticeable gaps in communication or teamwork.	communication or lack of effective teamwork.	
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Culture

The Power of Cultural Sensitivity in Marketing (pg. 75)

Activities

1. Reading Comprehension. Read the text carefully. Below are several sentences related to the text. Choose the three sentences that correctly summarize the information and place them in the correct section of the text. One sentence does not belong- identify and explain why it doesn't fit. After completing the reading task debate: "Is it always necessary for global brands to adapt their products to local cultures"?

a) McDonald's in India adapted its menu to include vegetarian options, such as the McAloo Tikki, to respect cultural and religious preferences. *This highlights how McDonald's succeeded by respecting local dietary restrictions and religious beliefs.*

b) A baby food company used jars with smiling baby pictures, unaware that in some African cultures, labels represent the contents of the jar. *This is a clear example of a cultural misunderstanding that affected the company's success.*

c) Coca-Cola adapted its marketing campaigns in China by using local idioms and emphasizing family values. *This illustrates how cultural adaptation can create successful marketing campaigns.*

Sentence That Doesn't Fit:

d) Starbucks failed in Australia because it didn't adapt to the local coffee culture, focusing too heavily on branding rather than quality. *Explanation:* While this sentence provides an example of a brand failing due to cultural missteps, the focus of the task is on successful adaptation or notable cultural misunderstandings. Starbucks' failure is not directly related to the examples of adaptation provided in the text.

Follow-Up Debate

Prompt: "Is it always necessary for global brands to adapt their products to local cultures?"

Possible answer:



Answer Key

Position 1: Yes, adaptation is crucial.

- Adapting to local cultures shows respect for customers' values, traditions, and preferences, building trust and loyalty.
- Examples:
 - McDonald's in India succeeded because it respected vegetarian and religious dietary restrictions.
 - Coca-Cola's marketing in China worked because it used culturally relevant idioms and family-oriented messages.
- Without adaptation, brands risk cultural misunderstandings that can harm their reputation, such as the baby food company in Africa.

Position 2: No, adaptation isn't always necessary.

- Some brands thrive on maintaining a consistent global image. For example, luxury brands like Louis Vuitton rarely adapt their products, as their exclusivity and uniformity are part of their appeal.
- Standardized strategies can reduce costs and maintain brand identity.
- In some cases, minor adaptations, like language translation, may suffice without altering the product or strategy significantly.

Conclusion:

While adaptation is generally beneficial for entering new markets, there are exceptions depending on the industry, target audience, and brand identity. A balanced approach—adapting when necessary while maintaining core values—can often lead to the best outcomes.

Professional Challenge

Project: Create a Marketing Strategy for a New Product (pg. 77)

Executive Summary

EcoHydro is a smart, eco-friendly water bottle designed to help users stay hydrated while reducing single-use plastic waste. Featuring a built-in hydration tracker, temperature regulation, and a sleek design, EcoHydro targets environmentally-conscious, tech-savvy



Answer Key

consumers aged 18-35. The goal is to position EcoHydro as an essential lifestyle product for health-conscious individuals.

Objectives

1. Increase Brand Awareness:
 - Reach 1 million people through social media ads within 6 months.
 - Generate 20,000 website visits in the first month after launch.
2. Customer Acquisition:
 - Achieve 10,000 sales in the first quarter.
3. Build Brand Loyalty:
 - Retain 70% of first-time buyers through a subscription plan for replacement filters.

Target Market

- Primary audience: young professionals and students aged 18-35 who are eco-conscious and lead active lifestyles.
- Secondary audience: outdoor enthusiasts and fitness enthusiasts.
- Geographic focus: urban centres in North America and Europe.

Marketing Mix (4Ps)

1. Product:

- Features:
 - Tracks hydration levels through a smartphone app.
 - Keeps drinks hot or cold for up to 12 hours.
 - Eco-friendly materials: stainless steel and recycled plastics.
 - USP (Unique Selling Proposition): combines health tracking with sustainability.

2. Price:

- Pricing strategy:
 - Introductory price: 39,99€ (penetration pricing).
 - Standard retail price after 3 months: 49,99€.

3. Place:

- Distribution channels:
 - Online store (official website and Amazon).
 - Partnerships with eco-friendly retailers and fitness studios.

4. Promotion:

- Digital campaigns:
 - Social media ads targeting environmentally-conscious users on Instagram and TikTok.
 - Influencer partnerships with fitness and sustainability influencers.
- Content marketing:



Answer Key

- Blogs and YouTube videos about hydration, sustainability, and product tips.
- Email newsletter offering hydration tips and discounts.
- Launch event:
 - Host a virtual product demo and Q&A session with influencers.

5. Implementation timeline.

Phase	Activity	Timeline
Pre-launch	Social media teasers and email signup campaign	Month 1
Launch	Social media ads and influencer campaigns	Month 2
Post-launch	Customer feedback and engagement campaigns	Months 3-6

6. KPIs (Key Performance Indicators)

- Website metrics: number of visitors, bounce rate, and conversion rate.
- Sales metrics: total revenue and repeat purchases.
- Engagement metrics: social media likes, shares, and comments.

7. Budget

Activity	Estimated cost
Social media ads	5,000 euros
Influencer partnerships	10,000 euros
Content creation (blogs, videos)	3,000 euros
Website development	2,000 euros
Total	20,000 euros

8. Monitoring and evaluation

- Use tools like Google Analytics and social media insights to track campaign performance.
- Adjust targeting and budget allocation based on data-driven insights.

Criteria	Excellent (10)	Good (8)	Satisfactory (6)	Needs Improvement (4)



Answer Key

Content	All key components (objectives, target market, 4Ps, KPIs, timeline, etc.) are detailed, accurate, and clearly explained.	Most components are detailed and accurate, with minor gaps or lack of clarity in some areas.	Basic information is included, but there are significant omissions or inaccuracies.	Missing major components, lacks detail, or includes irrelevant/inaccurate information.
Research and Analysis	Demonstrates thorough research and analysis, including realistic objectives, well-defined target market, and relevant insights.	Shows good research and analysis, with minor gaps in depth or relevance.	Limited research or vague analysis; some objectives or market definitions are unclear.	Little or no research or analysis; objectives and market definitions are vague or unrealistic.
Creativity and Innovation	Strategy includes original ideas, creative promotional activities, and an innovative approach to solving problems.	Some creative ideas, though some parts of the strategy may lack originality or innovation.	Limited creativity; the strategy is mostly generic or predictable.	Lacks creativity; the strategy is unoriginal or poorly thought out.
Language Use	Clear, professional language with no grammatical errors; uses a wide range of marketing vocabulary accurately.	Good use of professional language; minor grammatical errors or slightly limited vocabulary.	Basic language; noticeable grammatical issues or repetitive vocabulary.	Poor language use; frequent errors hinder understanding, and vocabulary is inadequate.
Presentation (Written)	Well-organized, visually	Organized and mostly clear;	Basic organization;	Poorly organized; lacks headings,



Answer Key

	appealing report; uses headings, bullet points, and visuals effectively to enhance understanding.	some minor formatting issues or lack of visual appeal.	formatting issues or lack of visuals make it harder to follow.	visuals, or other aids to clarity.
Presentation (Oral)	Confident, engaging delivery; uses visuals effectively; demonstrates thorough understanding of the strategy.	Clear delivery with minor hesitations; visuals support the presentation; good understanding of the strategy.	Hesitant or unclear delivery; limited use of visuals; shows some understanding but lacks confidence.	Poor delivery; little to no use of visuals; demonstrates limited understanding.