

SUMMER TRAINING REPORT
OF
CONFEDERATION OF EMPOWERMENT INITIATIVES

BY
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MBA (Pharmaceutical Management)

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THANKING YOU

YASHI SHRIVASTAV

CONTENT

- I. Introduction
- II. Objectives
- III. Methodology
- IV. Results and Discussions
- V. Recommendation
- VI. Conclusion
- VII. Achievement
- VIII. Bibliography

INTRODUCTION

CONFEDERATION OF EMPOWERMENT INITIATIVES

Confederation of Empowerment Initiatives (CEI) is a Not-for-Profit International Development Agency (IDA) known for its Unique and Niche ‘Resiliency Solutions’ and ‘Development Economy Solutions’. CEI emphasizes the Holistic Empowerment of the most disenfranchised sections of society through the market-linked Entrepreneurship Development and Institution Building.

CEI works in collaboration with various educational institutes, government bodies, corporates, individuals, and subject-matter experts to create an ecology that truly empowers the rural and tribal communities. Furthermore, CEI is implementing Resiliency & Development Economy Solutions for developing economies of the world, especially in South East Asia, furthering the UN Sustainable Development Goals (SDGs).

Since its inception, CEI has brought about the Holistic Empowerment and 360 Degree Transformation of the backward, rural, and tribal communities across India and South Asia, impacting millions of lives.



(PIC: A)

(CEI – CONFEDERATION OF EMPOWERMENT INITIATIVE)

CEI is working to progress in all of the indicators according to UN Sustainable Goals (SDGs) aiming to achieve exponential transformation in the conditions of the socio-economically disadvantaged by combating issues of:

- Unemployment

- Lack of access to the right resources
- Malnutrition and other Health issues especially among women and children.
- Lack of access to the global supply chain
- Lack of access to various avenues of Employment and Empowerment especially to women.
- Lack of literacy, education, and numeracy
- Climate and Clean Energy Issues etc.
 - To empower the underprivileged sections of society with the skill, capability, and means of providing for themselves – through Entrepreneurial Initiatives
 - To uphold every last individual's right to equal opportunity and justice through the provision of Legal Aid, providing access to legal representation and access to the Judicial System
 - To bring together people of various backgrounds, skill-sets, fields of expertise, knowledge – and channel all of this into achieving the aim of Employment + Empowerment + Entrepreneurship + Innovation through sustainable solutions.
 - Improving Governance and Service Delivery Mechanism through CEI's Last-Mile Delivery Program.

A need of food/medical aid in India due to pandemic: -

An early Indian study pegged the final number of cases at 13,000 and predicted that India would enter a state of equilibrium by the last week of May 2020. This projection was based on a combination of three models, an exponential/ logistic/SIR (susceptible-infected-recovered) model.

Another researcher reviewed the results of four studies based on an adaptation of the SIR model. Namely, the Susceptible, Infected, Exposed, and Recovered (SIER) model. These projections varied from suggesting that at the peak, India would remain at the least 100 cases /10,000 population, for a total of 1.35 infections, to a Cambridge study which predicted a decline in cases immediately following a 21-day lockdown. The reviewer rightly discounted all the conclusions as unbelievable, the more so since they were based on a paucity of data. (sharma, 2020) [2]

Another more recent study based on the situation in India specifically put forward an estimated basic reproduction number (R_0) of 2.66 in the absence of any intervention, 2.00 if under moderate lockdown, and 1.5 under a complete lockdown. Another researcher predicted a mean of 211 deaths per week by week 5 and 467 per week by week 6 of the epidemic. Neither predicted the number of cases. (Dr liji thomas, 2020) [1]

As prediction , we got that India will going to suffer a lot due to this lockdown and there is urgent need of food and medical aid, especially in a rural areas and we also found that government can't

reach to those people, who doesn't have rations cards and confederation of empower initiative come up with this idea and started this program. [3]

Objectives

- ***To reach out to the most marginalized and poor sections of rural and tribal society in the time of Nationwide lockdown and provide them with essential food and medical supplies***

(A). The CEI Team of tribal youth trained by CEI, distributed Ration, Soaps etc. at Nenavali Village (Sudhagad, Raigad). Dhrupad Waghmare, whose husband went to Amravati for labour work & is still stuck there, was relieved when she got Food Packets. Dhrupad said her 5-year-old daughter will get food today after 2 days, today. She thanked all CEI donors who made this possible. CEI prioritised ration distribution to those who don't have Ration cards. Every villager said that so far, nobody from government or civil society had come to help them. CEI is the only organisation who has provided Food & Medical aid to them.



(PIC: B)



(PIC: C)

(Ration to Dhrupad Waghmare by CEI) (CEI PROVIDED ONE MONTH FO THOSE WHO DON'T HAVE RATION CARDS)

(B). CEI carried out Food & Medical Aid distribution in Chavani tribal village in Khalapur Tehsil (Raigad, Maharashtra)! Saritaji of Chavani villages receiving food provisions from CEI team. 60 year old Tribal woman Saritaji lives alone with her grand children. CEI team also provided essential medicines for herself and her grandchildren who are suffering from stomach infection.



(PIC: D)

(60-year-old Tribal woman Saritaji lives alone with her grandchildren, one month ration by cei)

(C). Garima ji belongs to Kolam tribe which is also Particularly Vulnerable Tribal Group (PVTG). There are only 3 such PVTG groups in Maharashtra - Kat Kari Tribe, Kolam Tribe and Maria Gond. Migrant Labor Jeevaji receiving food provisions from CEI team for herself and her child. Her native village is more than 300 Kilometre away in Aurangabad district.



(PIC: E)

(one-month ration kit to garima ji by CEI)

- *To provide food and medical support to migrant laborers who have been stuck in different places in this lockdown*

- A. CEI carried out phase 1 of distribution of Food & Medical Aid for tribals of Avandhe Tribal village (Sudhagad tehsil, Raigad District). Avandhe village has been one of the worst affected socio-economically by ongoing lockdown. Tribal laborer Srinathji receiving food provisions sufficient for 1 month from CEI team. Srinathji belongs to Below Poverty Line economic group and his family has been facing severe shortage of food. Srinath used to work as agricultural labourer in paddy fields, since the lockdown began, he has been without any wage. He has been looking after his old father alone.



(PIC: F)

(Food & Medical Aid for tribal of Avandhe Tribal village by CEI)

- B. Food & Medical Aid distribution by CEI in Avandhe village was led by Sakharamji who himself belongs to Particularly Vulnerable Tribal Group. Sakharamji has been one of the living examples of courage in the face of most extreme hardships. CEI has trained many such men & women from most disenfranchised tribal communities since past 1 year. Now the same tribals have been leading many Empowerment Initiatives of CEI #. Gopiji worked as construction laborer. He belonged to Katkari tribe and has been out of work since 2 months. He received adequate food provisions for 1 month by CEI team. Incidence of unemployment has been high in these tribal areas since majority of Katkaritribals are manual laborers, migrant workers etc which are temporary daily wage jobs. Since lockdown all such daily wage jobs have completely stopped.



(PIC: G)

(Food kit by CEI to Sakharanji)

- ***To provide long term solutions in sustainable livelihoods through Resiliency and Development Economics Solutions***

A. As part of #CEIResiliencySolutions, before lockdown CEI had ensured (collaborating with local administration) that villagers have access to Water & Sanitation facilities. Water scarcity will be a big issue especially in these months of summer season.



(PIC: H)

(CEI Resiliency Solutions)

B. CEI Relief & Rehabilitation Programme to Help Victims of Cyclone Nisarga in Raigad(Maharashtra)! Ganga Ji, a young tribal girl barely in her teens, is singlehandedly taking care of both her younger brothers ever since her parents migrated to Sangli (MH) for labour.

CEI shall be providing them with ration worth 1 month and Rehabilitation! Neither Ganga, nor her baby brothers have slept or eaten in two days. Cyclone Nisarga swept away all the ration that had been distributed in her village Ghodpapadwadi. Such Interior areas are out of the reach of even the District Administration.

CEI is now at the FOREFRONT of Facilitating A) Relief (Foodgrains & Medi-Care), B) Rehabilitation (Economic Rehabilitation & Sustainable Livelihoods), and C) Reconstruction, for the Affected Families of Raigad.



(PIC: I)

(CEI Relief & Rehabilitation Programme to Help Victims of Cyclone Nisarga in Raigad (Maharashtra))

- C. Brick kiln project by CEI became a major source of income generation for these Katkari tribals. It resulted in creating massive self-employment opportunities for hundreds of tribals, particularly the Katkaris, who have been struggling for survival for many years now.

Brick kiln, being a seasonal project, is done from November to May. This year due to lockdown, our tribals lost 3 months of good income. The Cyclone ensured that the bricks were destroyed. An income of an average of Rs. 3000 per family was washed away.



(PIC: J)

(Brick kiln project by CEI)

Methodology

As an intern, I have to create a marketing campaign and raise a fund with help of marketing strategy through various social media platforms and aware people about CEI initiative's

STUDY DESIGN: -

- Created and implemented a Social Media Campaign for the various CEI Initiatives that are running on the ground for feeding the poor tribal under CEI COVID Response Initiative.
- Created Social media posts, write-ups, creatives, and videos to market CEI's various Empowerment Initiatives transforming the lives of the most disenfranchised, vulnerable sections of society.
- Created a marketing narrative that showcases how it is the need of the hour to help rural and tribal families survive the Lockdown and the Covid-19 Pandemic.
- As part of their COVID Relief Initiative, CEI is dis
- Come up with Innovative Ideas and Campaigns for Fundraising and Marketing of these Fundraising Initiatives, especially wrote some post in a different language so reach as many as people from different background
- Prepared Innovative & Creative posts and write-ups about this charity fundraising initiative on your social media handles of – LinkedIn, Facebook, Twitter & Instagram.

POPULATION: -

56 DONORS

COLLECTION TOOLS: -

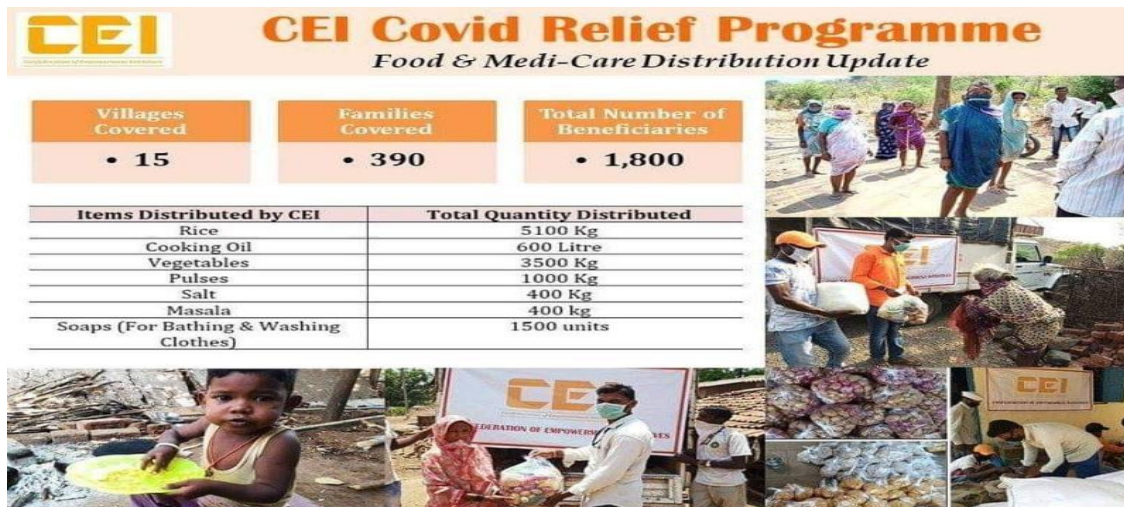
PAYTM, UPAY, UPI, PHONEPE

COLLECTION AREA: -

PAN INDIA

Results

Throughout the CEI PHASE, will reach Raigad peoples, Raigad District is divided into 15 Tehsils which are further subdivided into more than 1900 villages. In the area, Raigad is 18 times bigger than Mumbai. Raigad district has the largest population of the Particularly Vulnerable Tribal Group Katkari tribal group among all the other districts of Maharashtra.



(PIC: K)

(Update of CEI relief programme)

We have identified the following groups of people who were the most affected in Raigad district due to the lockdown:

1. 900 tribal families belonging to the Kat Kari community, which is a Particularly Vulnerable Tribal Group (PVTG)
2. 50 tribal families who belonged to Nomadic Tribes and DE notified Tribes (NT/DNT)
3. Around 100 tribal belonging to Raigad district who were stuck in other districts of Maharashtra as well as other states like Karnataka and Telangana
4. 350 families of economically backward societies living in extremely interior rural areas

Out of the total 8100 beneficiaries identified, we will reach out to 4000 beneficiaries in the first phase of implementation of the project. The villages are in remote areas, spread out across the entire taluka, and are difficult to reach. Therefore, the number of beneficiaries/villages CEI can reach out to per day is also less

We planned the phase-wise distribution of ration and medical supplies. As soon as CEI started receiving funds for this project, distribution work began without any delay. As the funds kept coming in, CEI kept the distribution program going on. Given the number of beneficiaries we have to reach out to, funds must keep coming in so that there is a seamless implementation of the project without any break or pause in between due to a lack of financial resources. So far, CEI has managed to impact 500 beneficiaries in Sudhagad taluka, Raigad district, and 30 beneficiaries in Satara and Sangli talukas.

Essentials	Total Quantity Distributed
Rice	5100 Kg
Cooking Oil	600 Litre
Vegetables	3500 Kg
Pulses	1000 Kg
Salt	400 Kg
Masala	400 kg
Soaps	1500 units
Biscuits	1500 packets

(PIC: L)

(Update by CEI)

Beneficiary Name	Village	Birth Year
Gauri Mahadu Wargude	Rabgaon	1951
Vasant Mahadu waghmare	Ghodpapadwadi	1949
Shanti Vasant Waghmare	Ghodpapadwadi	1954
Pandu devaji Jadhav	Vakanvadi	1945
Sharda Pandu Jadhav	Vakanvadi	1950
Jani Ganya Waghmare	Ghodpapadwadi	1954
Shankar Devaji Ghonarkar	Pedali	1945
Bhaji Kashinath Katakari	Avandhe	1954
Devaki Kanu Paradhi	Sharadwadi	1952
Tulasi Malu Hambeer	Rabgaon	1971
Rubi Baban Pawar	Siddheshwar	1935
Nangi Moru Valu	Sharadwadi	1950
Rani Moru wagh	Sharadwadi	1950
Shailaja Vitthal Shinde	Pedali	1949
Balu Dharma Paradhi	Janbhulmal, Rabgaon	1947
Khuma Navaji Hambeer	Sharadwadi	1939
Pandurang Tanaji Bangare	Sharadwadi	1948



(PIC:M)

(Update by CEI)

Conclusion

Learned so many new and important things from CEI, but wants to conclude in most two most things which I learned from-

- a. Digital resiliency: Spreading awareness about our cause. How to put the latest technology to achieve our goal? Not limiting yourself due to saturation in the market and coming with innovative ways to cope with the situation
- b. Social entrepreneurship: Making our communities holistically empowerment by making sure the last mile delivery. The grassroots level work is being done by CEI's on-site officers and therefore it is made sure that our funds are being utilized in the way they were intended.

RECOMMENDATION

1. CEI (CONFEDRATION EMPOWERMENT INTIATIVE) work culture had a communication gap, company should focus on that.
2. CEI should create a chain of command
3. CEI should expand their imitative in whole over India
4. CEI internship program is great, but should increase the more appropriate procedure to recruit interns
5. CEI should more focus on future plans

ACHIEVEMENT

So far being a part of CEI and being a live empowerment intern, continuous creating a marketing campaign and raised immense amount of fund, got the 14th rank out of 190 interns, and got “CERTIFICATE OF EXCELLENCE”.

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PART-2

ONLINE COURSE REPORT

BY

MS. YASHI SHRIVASTAV

MBA (PHARMACEUTICAL MANAGEMENT)

2019-21



CERTIFICATE

This is to certify that MS. YASHI SHRIVASTAV student of MBA PM 11, Enrollment no. **IIHMR-U/02/2019-21/0220**(academic year 2019-2021)has submitted his report on **“MARKETING IN THE DIGITAL WORLD”** in partial fulfillment for the requirement for the award of **MASTER OF BUSINESS ADMINISTRATION**.

DATE:

PLACE: JAIPUR

SUPERVISOR

SCHOOL OF PHARMACEUTICAL MANAGEMENT

ACKNOWLEDGEMENTS

The online report defines and signifies the sheer mannerism in which numerous interacted tasks are performed by a individual composed of all requirement assignment. Each assignment bearing their own importance and providing contribution which is nothing short of being invaluable.

The day which marked the beginning of my online course report bears a special status to all of us; I begin with the proceedings and support of **Mr Aric rindfleisch** for his valuable support in the preparation of the online course.

Last but not the least, I wish to remember with the deep sense of gratitude the encouragement provided to me by my faculties, friends and batch mates.

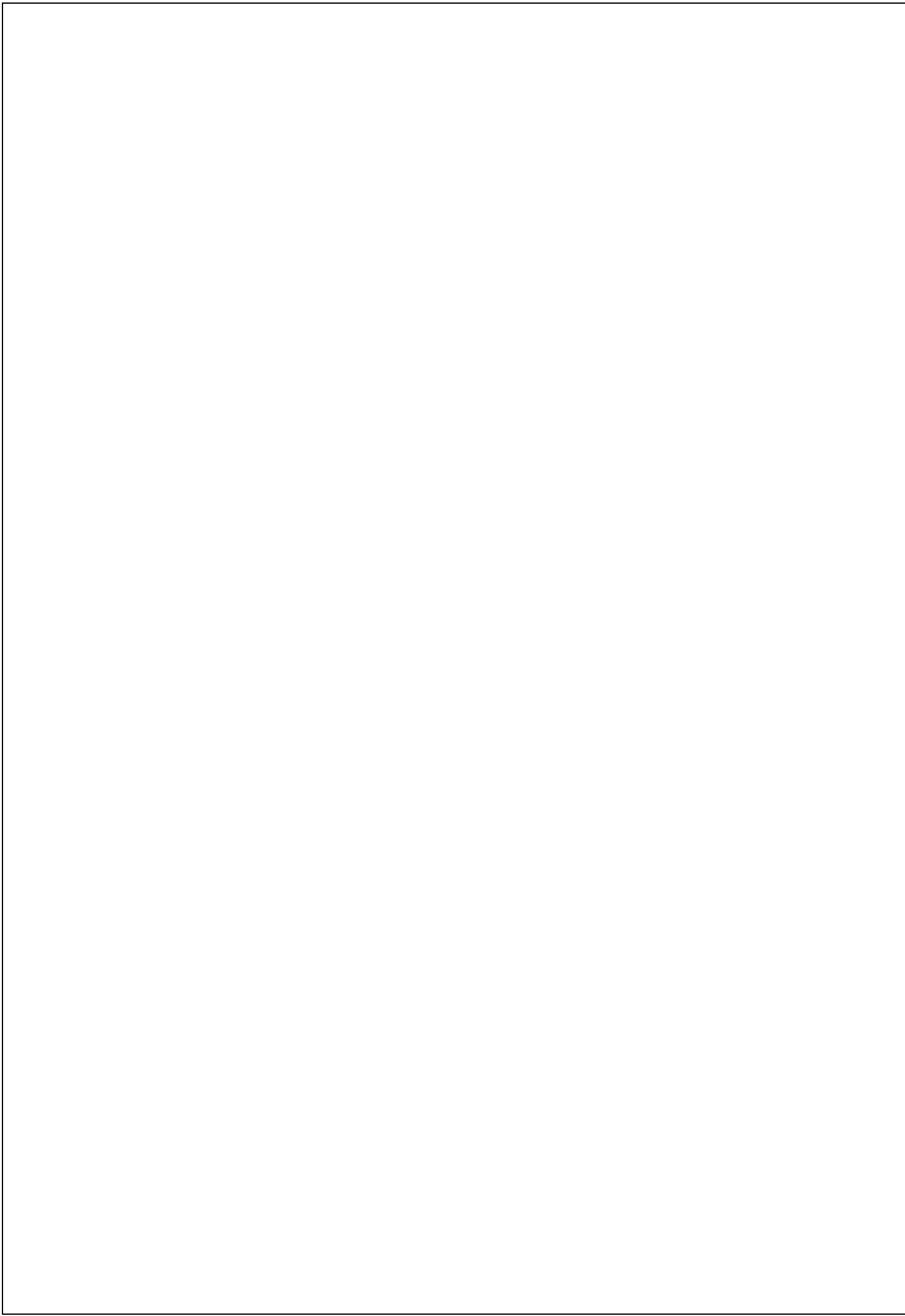
DATE:

PLACE: JAIPUR

YASHI SHRIVASTAV

MBA PM 11

IIHMR-U/02/2019-21/0220



INDEX

**01.COURSE OVERVIEW AND HOW
DIGITAL TOOLS ARE CHANGING
PRODUCT**

**02. HOW DIGITAL TOOLS ARE
CHANGING PROMOTION**

**03.HOW DIGITAL TOOLS ARE
CHANGING PLACEMENT**

**04.HOW DIGITAL TOOLS ARE
CHANGING PRICE**

05.CONCLUSION

WEEK – 01

COURSE OVERVIEW AND HOW DIGITAL TOOLS ARE CHANGING PRODUCT

In this first module, I become familiar with the course, my instructor and our virtual learning environment. In this module, I learned that, how new digital tools are enabling customers to take a more active role in developing and sharing products.

Key concepts-

- Understand what products are and how they fit into the marketing mix.
- Appreciate how digital tools are changing how products are developed and offered.
- Differentiate firm created vs. co-created products and brands.
- Learn about the Sharing Economy and how it is affecting both firms and consumers.
- Analyze a real-world case that employs the concept of co-creation.
- Engage in an exercise in which you learn how customers contribute product ideas to firms (Honors Track).

Module -01

OVERVIEW-

How has the digital revolution altered the way that products are marketed? In that module, I learned how new digital tools are enabling customers to take a more active role in developing and sharing **products**. After introducing the notion of what a product is and how products are changing, I explored how University of Illinois students, members of the Internet Generation, use digital tools to offer

product ideas to companies. That module will then explore two important digital concepts: **Customer Co-creation** and **Sharing Economy**.

In addition to learning about these concepts, I also learned that have the opportunity to apply them by participating in a hands-on exercise peer review (**Ideas.Lego.com**) [Honors Assignment] and through a real-world case study peer review (**Thread less**). As a result of these various learning activities, I am to develop a deep understanding about how digital tools are transforming the product landscape.

BASIC CONCEPT – PRODUCT

The first of the four Ps is product. A product is really anything that fulfills a customer need or want. We usually think of a product as a tangible good. However, it could also be a service or even an idea. So in order to be successful, a product must have a distinctive selling proposition. In marketing, we typically refer to this as a product's positioning. This positioning can be functional, based on actual product differences or symbolic, based on how a product is perceived.

For example, Coke, Classic Coke fulfills our need for, Thirst as well as our desire for belonging and is positioned as being an original and iconic cola. For example, we all know that Coke is it, the product portion of the marketing mix has a number of key concepts, including product quality, managing a firm's product line, and product service support. In this module, we'll focus on two fundamental concepts, product development and brand management.

1. Innovation is viewed as a critical element in the success of most products.
2. Firms that are more innovative typically enjoy greater market success.

Good examples of this are firms such as Apple, Google, and Netflix, which create new products and new business models. Marketers typically refer to these types of firms as engaging in a radical innovation, which disrupts traditional practices. Since these types of radical innovations are quite rare, most firms engage in what is known as incremental innovation, which focuses more on improving existing products rather than creating entirely new ones.

For example, throughout its history, Coke has been very successful in introducing a number of extensions to its cola line by launching.

Products such as Diet Coke, or Coke Light in some places, Coke Zero. There we go and, Cherry Coke. This type of line extension strategy can be quite successful by helping our firm target different offerings to different segments.

For example, Diet Coke is targeted towards women while Coke Zero is targeted towards men. To develop these new products, most firm's employ a cross-functional team comprised of managers from across different parts of this business, including marketing, sales, operations, and R&D. These team members typically follow a carefully scripted product development process such as the stage-gate method in which development of a product systematically moves from conceptualization to launch through various stages. At each stage, data is collected, progress is monitored, and approval from higher authority is sought.

This process is usually quite secretive in nature and those outside the firm usually have very little involvement.

For example, during the stage-gate process, customer insights are solicited at only two points, the beginning and the end. Moreover, because this process is meant to be confidential in nature, only a small amount of customers are asked to provide input. Although these types of development processes are well-established and

Carefully managed, most new products still fail.

A brand is a name, symbol, or design that differentiates a firm's product from its competitors. This differentiation can represent both tangible differences such as better taste or intangible differences such as the way a product may make you feel.

For example, the Coke brand is differentiated not only by its name but also by the font it uses, the design of the bottle, and the color red. Strong brands help consumers decide what to buy and provides them not only with greater confidence, but also a sense of identity. Brands are also beneficial to firms. Strong brands usually charge higher prices, enjoy greater loyalty, and experience higher profitability. This results in what marketers call brand equity, which the value of a brand over a generic product in the same category. Brand equity is a substantial intangible asset for many firms. Both product development and branding decisions are typically made by a firm's brand managers with a little input from customers or other external entities.

For example, in the typical new product development process, customer input is typically solicited at only the concept testing stage or the test market stage. Even then, typically only a small number of customers are asked to provide input. This firm-centered approach is beginning to break down due to the rise of digital tools.

For example, the Chicago-based T-shirt manufacturer Threadless has no design staff. All of its T-shirts are designed and selected by its customers using a web-based platform which designs are submitted, viewed, and voted upon. Thus in this new digital marketing environment, we are moving from firm-created products and brands to co-created products and brands.

DIGITAL CONCEPT

- 01- CUSTOMER CO-CREATION
- 02- SHARING ECONOMY

CUSTOMER CO- CREATION

"Innovation happens everywhere, but there is simply more elsewhere than here." This quote by two former Sun Microsystems executives nicely illustrates the increasing recognition that companies can enhance their innovation activities by leveraging the knowledge, skills, and resources of external contributors.

This is really the core idea behind customer co-creation.

The realization that customers can help companies improve their new product development activities by both contributing ideas as well as selecting ideas for possible new offerings. Now over the past decade or so, an increasing number of firms are leveraging the power of, online platforms to ask customers to contribute and select ideas for their new products. Thus, in our new digital age, Customers are not only buying products, they may also help design and develop them. Now this is a radical departure from the more traditional internally focused innovation processes that most firms used before the digital revolution.

In recent years, marketing scholars have published a number of interesting and exciting findings regarding customer co-creation. I'd like to discuss two recent studies. The first study is by B.J. Allen, Deepa Chandrasekaran and Suman

Basuroy; it was published in 2018 in the Journal of Marketing. In this study, the researchers examined a specific type of co-creation that they call design crowd sourcing.

They define this as the practice of soliciting functional design solutions from the crowd. A good example of this type of co-creation is the website, crowdspring.com.

This is an online platform that allows firms to post design needs for the new products, such as the need for a new package design, and then share these needs with crowd spring's crowd of registered designers who could submit design concepts that are then reviewed by the firm.

These researchers conducted both qualitative and quantitative studies that assess the impact of design crowd sourcing upon product performance.

The results indicate that design crowd sourcing has a positive impact on the sales of new products that are low in customer appeal, but have no effect on the sales of products that are high in customer appeal. They also found that firms are more likely to engage in design crowd sourcing for products that are more technologically complex.

SHARING ECONOMY

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One of the most important features of the digital revolution is its ability to connect individuals in ways that we've never been connected before. When we think about how new digital tools foster connection, we usually think about things like smart phones, texting or social media. Another important outcome of this increased connectivity is the sharing economy.

In essence, the sharing economy connects individuals who have things they want to share with others who need these things.

This new economy has begun to change the way we travel, What we wear and how we obtain money. Although most people are probably familiar with the term the sharing economy and may have participated in this economy in some way, this is still a relatively new phenomenon. Since it's still quite new, there are lots of questions about the sharing economy that remain to be answered.

For example, we don't know how profitable this new business model will be. Right now, most sharing platforms. Appear to be losing money. We also don't know much about how this new economy will impact traditional businesses or how these traditional firms should, Respond to this potential threat. Finally and perhaps most importantly, the social impact of the sharing economy is a topic of much debate. On the one hand, the sharing economy has been viewed as having a positive effect on the environment by making greater use of existing resources. On the other hand, the sharing economy has been criticized for paying providers low wages and very few benefits.

WEEK-02

HOW DIGITAL TOOLS ARE CHANGING PROMOTION

In this module, I Learned, how new digital tools are enabling customers to take a more active role in promotion activities....

Key Concepts-

- Understand what promotion is and how it fits into the marketing mix.
- Appreciate how digital tools are changing how products are promoted.
- Differentiate authentic vs. inauthentic promotional messages.
- Learn what User Generated Content (UGC) is and how it impacts the nature of promotion.
- Learn what Doppelganger Brands are and how they impact the nature of promotion.
- Analyze a real-world case that employs the concept of UGC.
- Engage in an exercise in which you obtain hands-on learning about UGC (Honors Track).

Module 2 -Promotion

Overview

How has the digital revolution altered the way that products are promoted in our digital world? In this module, you learn how new digital tools are enabling customers to take a more active role in **promotion** activities. After introducing the notion of promotion and how promotion is changing, we will explore how University of Illinois students, members of the Internet Generation, use digital tools to offer product reviews. This module will then explore two important digital concepts: **User Generated Content (UGC)** and **Doppelganger Brands**.

In addition to learning about these concepts, you will also have the opportunity to apply them through a real-world case study peer review (**GoPro**) as well as a hands-on exercise peer review (**Wikipedia.org**) [Honors Assignment]. As a result of these various learning activities, you will develop a deep understanding about how digital tools are transforming the promotion landscape.

BASIC CONCEPT -PROMOTION

The second of the four P's is promotion.

This aspect of the marketing mix covers the methods of Communication that a marketer uses to provide information about his products. Typically, we think of this information as being persuasive in nature with a goal of getting customers to buy your product instead of its competitors.

This information, it can be built verbal and visual. Thus, a promotional strategy can influence consumers by appealing to either their intellect, or their emotions.

For example, Coke has built an incredible degree of awareness and interest in its brand via century of effective promotional campaigns. Coke spends about four billion dollars on advertising each and every year, most of this on television ads. Through 100 years of successful promotions, Coke is one of the world's most recognizable brands, and the world's most popular soft drink. As indication of its promotional success, the word Coke, there it is. It's the second most recognized word on the planet, just after "OK". Please take a look at the in-video link to get a sense of the history of Coke's advertising. If you take a close look at these ads, you'll see that Coke has historically focused more on the visual than the verbal, in its attempts to build an emotional bond with its customers. The promotion part of the marketing mix has a number of key concepts including personal selling, sales promotion, and word of mouth.

DIGITALCONCEPT –

01-USER GENERATED CONTENT
02-DOPPELGANGER BRANDS

USER GENERATED CONTENT

Most firms are very careful in how they manage the promotion of their products. One reason is because this activity is quite expensive.

For example, In the US, a 30-second commercial on national television typically cost over \$100,000 just to have a broadcast once. Since most commercials are shown more than once, this cost quickly multiplies into millions of dollars. This doesn't even include the cost of creating the commercial.

The rise of new digital tools has dramatically changed this equation. Low-cost digital video cameras, free digital editing software, and online broadcasting platforms like YouTube, Face book, and Twitter have made the creation and dissemination of promotional messages much cheaper and easier than ever before. As a result, a growing number of firms are taking advantage of these developments to reduce their promotional cost.

For example, the US beer has dramatically reduced its promotional cost by airing their ads on YouTube instead of television. In addition to reducing the cost of promotion for firms, these tools have also enabled customers to take a more active role in developing and disseminating their own promotional material.

For example, there are over 330 million Twitter accounts which produce over 500 million tweets each and every day. It's estimated that about 20 percent of these tweets are somehow related to brands and products. Thus every day, there are about 100 million free messages on Twitter alone.

Today, just about anyone with an Internet connection, a computer or a smart phone, and an idea, and some energy can create and disseminate informational message for just about any product. In essence, these digital tools have democratized the promotional landscape and this is the basic idea behind user-generated content or UGC for short.

DOPPLEGANGER BRANDS

Developing an appealing and distinctive brand image is an important aspect of any firm's product strategy, and also helps differentiate its offerings from those of its competitors. Now, since few products have really large differences in terms of tangible features, most branding efforts today focus on more intangible features and try to give their brands an emotional appeal. While these appeals are

attractive to some customers, many just ignore them and a few may actually dislike them.

Now, in the past, if you disliked the brand image, you would probably try to avoid the brand and you might share your disdain with your friends and family.

However, today, with the democratization of new digital tools, you can do a lot more using digital design software, digital cameras, and digital editing programs combined with the Internet; you can actually remix or create your own version of a brand that you find offensive. This is the basic idea behind a doppelganger brand image. Now the word doppelganger is really quite interesting. It's a word that is German in origin, and actually a combination of two words, doppel, which means double and ganger, which means walker. Thus in essence, a doppelganger is a double walker. This term developed in the late 1700s, and it was based on the belief that people have an alter ego that looks like them, but is ghost-like in nature, and if they encountered this doppelganger face-to-face, bad things will happen. Likewise, a doppelganger brand image is an alter-ego of a brand that is negative in nature.

WEEK-03

HOW DIGITAL TOOLS ARE CHANGING PLACEMENT

In this module, I learned how new digital tools are altering the distribution of products and revolutionizing the retail landscape....

Key Concepts-

- Understand what placement is and how it fits into the marketing mix.
- Appreciate how digital tools are changing how products are placed and distributed.
- Differentiate old retail vs. new retail.
- Learn what desktop manufacturing (3D printing) is and how it will revolutionize how products are distributed.
- Analyze a real-world case that involves a new retailing company.
- Engage in an exercise in which you gain hands-on knowledge of 3D printing (Honors Track).

Module 3 - Placement

OVERVIEW

How has the digital revolution altered the placement and distribution of products? In this module, you learn how new digital tools are altering the distribution of products and revolutionizing the retail landscape. After introducing the notion of placement and how it is changing, we will explore how University of Illinois students use digital tools in obtaining products. This module will then examine two important digital concepts: **New Retail** and **Desktop Manufacturing**.

In addition to learning about these concepts, you will also have the opportunity to apply them by participating in a hands-on exercise (**Thingiverse.com**) [Honors Assignment] and through a real-world case study (**Tesla**). As a result of these various learning activities, you will develop a deep understanding about how digital tools are transforming the placement landscape.

BASIC CONCEPT-PLACEMENT

Our third P is placement.

This aspect of the marketing mix focuses on making a product conveniently accessible to potential customers.

For most products, placement involves the physical movement of a product from manufacturer through a series of marketing channel intermediaries ending with the independent retailer. This retailer then provides a number of important functions like displaying the product upon its shelves and educating its staff about its features so they can help sell it to potential customers.

Coke is a great example of a firm that has effectively employed this aspect of the marketing mix. Coke distributes its product, really its formula, to a network of over 250 bottling partners around the world. These distributors mix the coke formula with water, bottle it, and ship these bottles or cans to a network of warehouses, which in turn distribute this product to over 16 million retailers in more than 180 countries around the world. These retailers include not only grocery stores, but also convenience stores, restaurants, movie theaters, and vending machines. It is nearly impossible to walk into a store in most parts of the world and not to be able to buy a bottle or a can of Coke. That's good placement. The placement portion of the marketing mix has a number of key

concepts including inventory management, Logistics, and sales force management.

DIGITAL CONCEPT-

01- NEW RETAIL

02- DESKTOP MANUFACTURING

NEW RETAIL

In today's digital world, just about any product can be purchased online.

For example, Amazon.com sells nearly 600 million different products. Many of these products would be rather difficult to locate at a physical retailer.

For example, if you were a University of Illinois fan, living in Chennai, India, it would probably be quite difficult to find this University of Illinois scarf at your local retailer. However, you can easily buy this product from Amazon along with about 7,000 other Illinois items, including T-shirts, hats, and sunglasses. Addition to large online mass marketers like Amazon, there are also many highly successful online retailers that specialize in specific product categories such as eyeglasses, shoes, and even wedding dresses. In countries like the US and China, over 80 percent of all consumers engage in online shopping, at least occasionally, and low-price items like books and clothing, are more likely to be purchased online than in a physical store. Even large expensive objects are now being purchased online.

DESKTOP MANUFACTURING

20 years from now, we'll have Star Trek replicators that can make anything. That's a quote from Professor Neil Gershenfeld, who is the director of MIT's Center for Bits and Atoms and a very smart guy. The revolutionary potential of desktop manufacturing. Although we don't yet have Star Trek replicators on our desktops. Over the past decade, an increasing array of digitally-enabled desktop devices have been created, such as desktop milling machines, laser cutters, and my favorite, 3D printers.

These devices are relatively low cost and fairly easy to use. Of all these various devices, desktop 3D printers are by far the most common, the most affordable, and the easiest to use. Thus, this video lecture will mainly focus on this particular technology. I first learned about 3D printing back in 2008. At that time, I was teaching at the University of Wisconsin, just north of here, and I learned about this technology from a student presentation. I was so intrigued that I bought a 3D printing kit and built my first printer in 2010. Since that time, I've purchased and used dozens of 3D printers and I've made a variety of different objects, including a copy of my wife's head, a shower head in the shape of a tyrannosaurus rex, and a six-foot tall 3D printed man. I also co-founded, along with my colleague Vishal Sachdev, the Illinois Maker Lab, the world's first 3D printing lab in the business school.

WEEK-04

HOW DIGITAL TOOLS ARE CHANGING PRICE

In this module, I learned how new digital tools are enabling customers to take a more active role in setting the prices they pay for the products they buy....

Key Concepts-

- Understand the pricing aspect of the marketing mix.
- Appreciate how digital tools are changing how products are priced.
- Learn about the Premium model and how this pricing strategy works.
- Learn what Pay What You Want (PWYW) is and how this pricing strategy works.
- Analyze a real-world case that employs a PWYW pricing strategy.
- Engage in a hands-on exercise in which you can experience the Fermium model (Honors Track).

Module 4- Price

OVERVIEW

How has the digital revolution altered the way products priced? In this module, you will learn how new digital tools are enabling customers to take a more active role in setting the prices they pay for the products they buy. After introducing the notion of price and how this aspect of the marketing mix is changing, we will explore how University of Illinois students use digital tools to obtain lower prices for the things they buy. We will then examine emerging digital concepts: **Pay What You Want (PWYW)** and **Freemium** pricing strategies.

In addition to learning about these concepts, you will also have the opportunity to apply them through a hands-on exercise (**It's Full of Sparks**) [Honors Assignment] and real-world case study (**Pan era**). As a result of these various learning activities, you will develop a deep understanding about how digital tools are transforming the pricing landscape.

BASIC CONCEPT- PRICE

The last of the four Ps is price.

This aspect of the marketing mix focuses upon the amount that a customer pays for a product. Now, price is different from the other three elements of the marketing mix. Product, promotion, and placement, all of these create value for a customer, while price captures this value for the firm. Thus, having a good pricing strategy is critical for your firm's profitability and very survival.

The development of a pricing strategy is a complex decision and often entails considering a product's cost of production.

What customers are willing to pay for it and the prices of competing products?

For example, Coke.

Coke has traditionally employed a value-focused pricing strategy in order to ensure that this product is affordable to the mass market. Over the years, Coke has also faced intense competitive pressure from Pepsi. Thus, Coke has also tried to match the price of this competitor. Thank you, today, a can of Coke is less than a dollar in the US and

Most other countries, thus it is very affordable to most consumers. The price portion of the marketing mix has a number of key concepts, including break-even analysis, price elasticity, and reference prices.

DIGITAL CONCEPT-

01. PAY WHAT YOU WANT

02. FREEMIUM

PAY WHAT YOU WANT

Now let's take a look at a really interesting concept called pay what you want. As illustrated by this quote from Thomas Nagle, picking the right price is a very important part in the firm's marketing strategy. The price is too high, a firm will lose potential sales, if it's too low, it will lose potential revenue. Thus the key is to find a price that's just right, the problem is that what's just right for you, may be too high or too low for me. Thus allowing price to vary according to the value

that a product provides to various potential customers makes a lot of sense. Now firms tried to do this in a number of different ways

For example,

In the US, movie theatres typically offer discounts. To demographic groups that traditionally have lower incomes, such as students and senior citizens. This approach is called price segmentation, is a very commonly employed pricing strategy. The setting of these different price segments has been usually determined by firms, rather than customers.

For example,

My local grocery store, offers discounts on donuts that are 2 days old. However, I can't walk into the store and say I want to pay this discounted price for a set of freshly baked donuts, it just doesn't work that way, However in recent years, a few firms have been experimenting with the idea of allowing their customers. To segment themselves by letting them name their own price. This rather unorthodox strategy is quickly gaining popularity and is being called pay what you want or PWYW for short. Although this pricing strategy has been employed in physical stores, it is ideally suited to a digital marketing environment. Because of the increased ability of firms to control the distribution of their product and to track customer payment activity in a digital setting.

In addition, since the marginal cost of a digital good is close to zero, this strategy is relatively low risk in a digital setting. Now let's take a look at some examples, a wide variety of different firms have experimented with the pay what you want strategy. First of all, Radiohead, way back in 2007, the British rock band, Radiohead offered its new album In Rainbows for sale. Using a pay what you want strategy; you may remember this, now this approach received worldwide attention. And was the launching pad for the broader pay what you wants movement.

Another example-

Comes from an online retailer called headsets.com. In recent years, this retailer has experimented with a pay what you want strategy as a means of rewarding customer loyalty. Now nearly all of its customers paid the suggested price or close to it for the headsets offered via this strategy.

According to its CEO, this approach has resulted in a 30% increase in his return on investment. Finally, Wikipedia, you're probably familiar with Wikipedia by now, certainly in this course. If you're like most people, you've used Wikipedia for free, but have you ever wondered how Wikipedia makes money and stays in business? Now, although its content is user generated and offered for free, Wikipedia has lots of other expenses, such as the cost of its servers. Support and attorney fees, thus, in order to stay in business Wikipedia relies upon PWYW. Through donations to its Wikimedia Foundation and has currently

collected over \$75 million in assets. Pay what you want is a pricing strategy that lets customers decide how much they want to pay for a particular product. Although a firm may suggest a price, its customers are free to pay less, or even more than this price. Indeed, several pay what you want offerings let customers pay even nothing, now let's take a bit of a deeper dive into this intriguing concept.

FREEMIUM

The four Ps serve as a toolbox for marketers that help them attract customers and compete against competitors.

Although marketers usually lump these four Ps altogether, price is very different than the other three Ps.

Product, promotion, and placement are ways in which firms create value for customers. In contrast, price provides a way for firms to capture this value in the form of financial payment, thus setting the right price is very important, is a key part of the marketing equation. Although the prices that marketers set may be driven by a variety of different approaches such as cost based pricing or competitor-based pricing, every product or service charges some type of price.

In essence, the offerings provided by marketers cost something, they're not free. When was the last time that you walked into a physical store and walked out with a product that you didn't pay for? If you did, you were probably breaking the law. Our traditional understanding of how pricing works is becoming increasingly challenged by the rise of new digital tools.

For example,

Platform such as eBay flip the way prices are set by allowing customers to bid on the price of a product. Another intriguing development is the rise of the freemium model which allows customers to access a portion of a product or service for free and then pay only for the additional offerings they'd like to have. The freemium model is quite common for Smartphone apps, can also be found in a number of other digital domains such as software, social media sites, and communication platforms.

We all are probably familiar with LinkedIn.

Is one of the world's leading professional and networking services which currently has over 600 million users across more than 150 different countries. All LinkedIn members can create a digital profile, connect with other members, and

contact potential employers or employees for free. In addition to these free services,

LinkedIn also offers a variety of different premium memberships that range in price from around \$30 to \$120 per month. These various memberships are targeted to different segments such as job seekers, hiring firms, and salespeople. These premium subscribers have access to a variety of additional features not available to LinkedIn's free members.

For example,

Individuals who subscribe to LinkedIn's premium career service gain access to hiring managers and can compare their qualifications against other applicants. Approximately 40 percent of all LinkedIn users subscribe to one of its premium services. Third, The New York Times. This is one of America's oldest, largest, and most prestigious newspapers. Like most newspapers, The Times has been affected by the digital revolution and has seen its subscriber base shrink over the past 20 years. In response, The Times has created a very nice online version of its newspaper and markets it using a freemium approach.

CONCLUSION

Marketing in the digital world are reaching any audience to the fullest. Under traditional marketing, we are being bounded by the scope and size of our audience and print media limits us to certain places and markets. Digital marketing benefits us to target our audience farther. This digitalization helps in Better Growth Options for Small business, Higher Conversion Rate, Establishing Brand Reputation, Solving Customers Problems, Engagement with Mobile Customers, Better ROI for your Investment, and Potential to Earn Higher Revenues.

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