

# Marketing Strategies

Presentation  
Student 2, 5th pd.

# CONTENTS:

## -Topics Covered-

### **Topic 1 -**

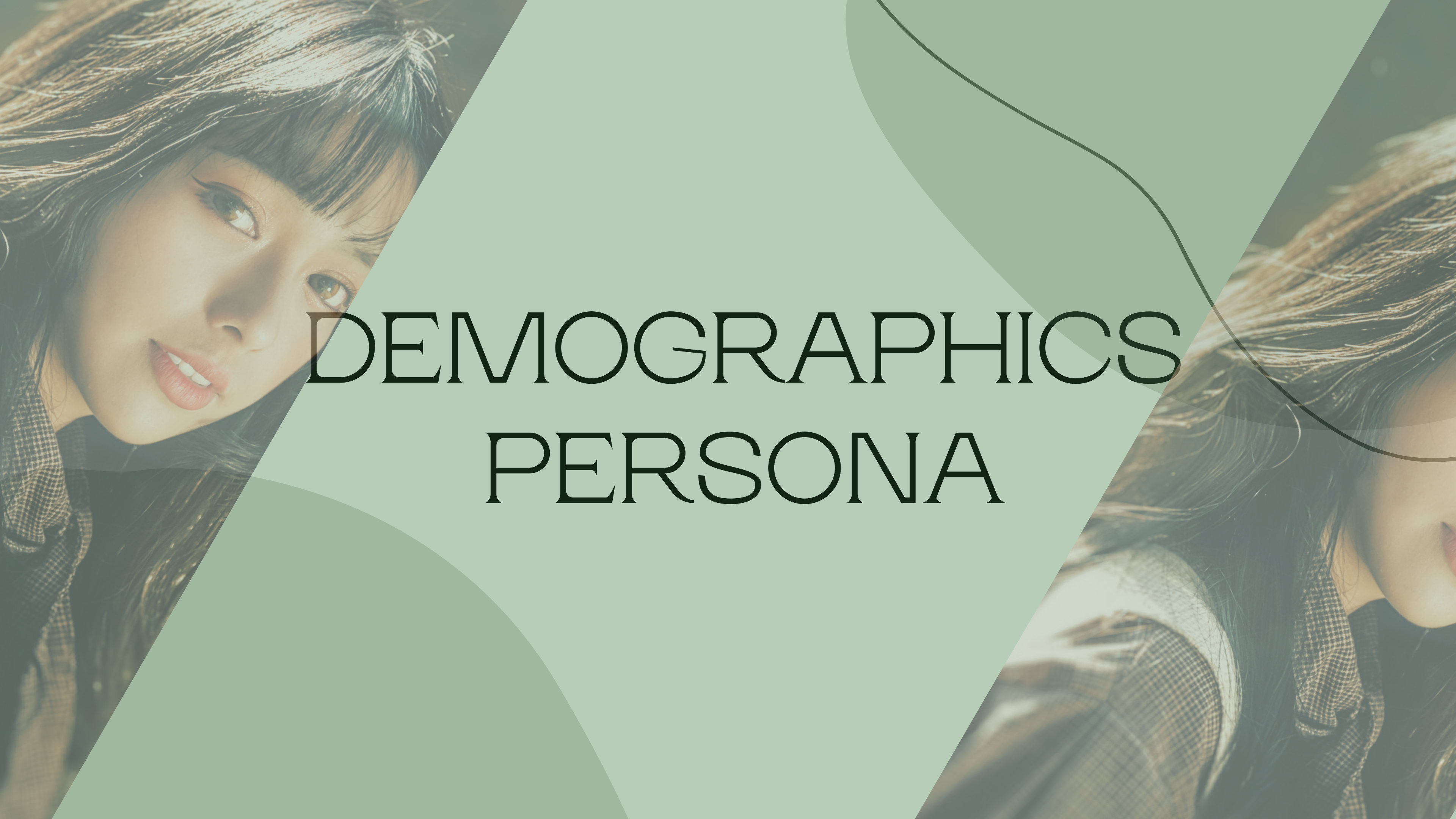
DEMOGRAPHICS PERSONA

### **Topic 2 -**

PRODUCT & PRICE

### **Topic 3 -**

PLACE &  
PROMOTIONAL FLYER



# DEMOGRAPHICS PERSONA





# DEMOGRAPHICS

GWHS Student

Female

Age: 16

Allowance:

\$60-80/week

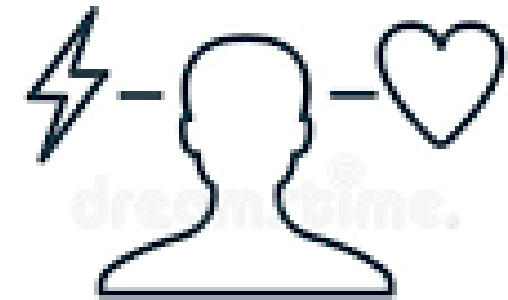


**GEOGRAPHY**

GEOGRAPHICS



PSYCHOGRAPHICS



**BEHAVIOR**

BEHAVIORAL





# GEOGRAPHICS

Village Residence of: Ordot-  
Chalan Pago or other villages  
such as: Barrigada, Mangiloa,  
Sinajana,



# PSYCHOGRAPHICS

## PAIN POINTS ON CAMPUS:

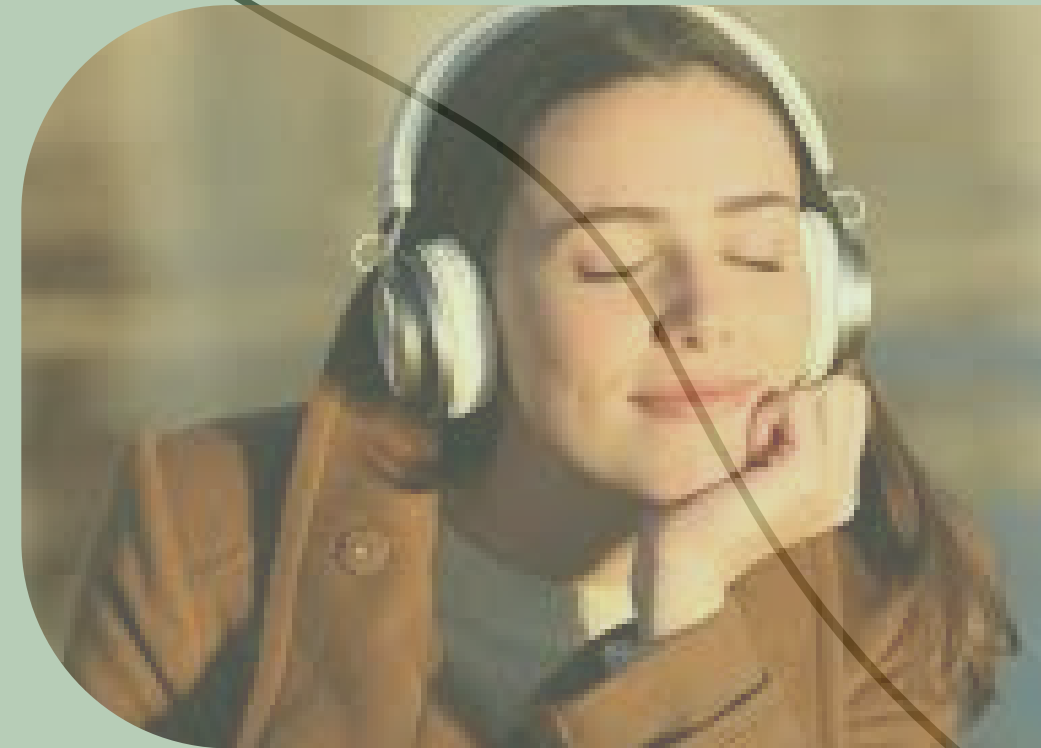
- Dirty restrooms
- New school paint job



# PSYCHOGRAPHICS

## WHAT FEELS AUTHENTIC TO THEM

- Seeing people be kind and considerate
- Taking walks
- Listening to music



## VALUES

- Family
- Space/ time to themselves



# BEHAVIORS

## WHAT DO THEY WANT

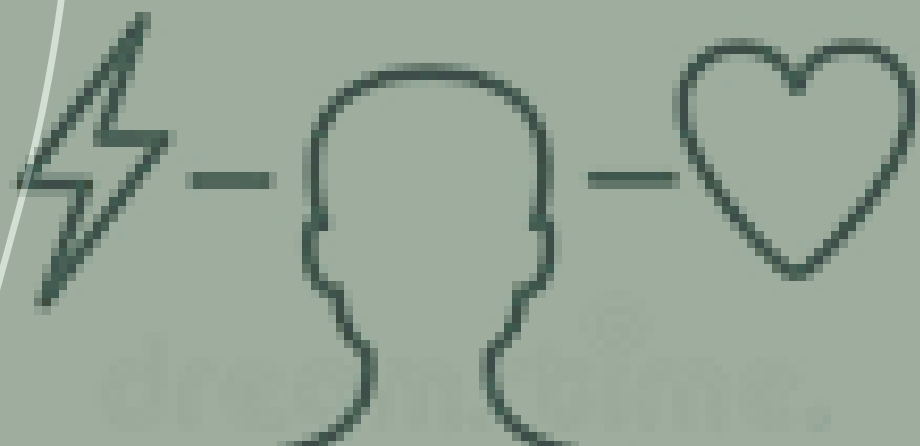
- To have a better living

## PREFERENCE ON BUYING ITEMS

- Going directly to the store

## WHAT MAKES THEM WANT THINGS

- Useful items
- Colorful or capturing things



# BEHAVIORS

## DO THEY READ BLOGS/ARTICLES

- Yes, but mostly if it hooks the reader

## WHAT THEY WANT TO SEE IN LAB

- Snacks
- Easy lunch meals
- Hot lunches

# BEHAVIORS

## PAIN POINTS IN LAB

- Bad customer service
- Laziness
- No products

## WOULD THEY ORDER ONLINE?

- YES


## WOULD THEY DOWNLOAD OUR APP?

- Yes, but only if we give daily updates.

## DO THEY TRUST APPS?

- Yes, sometimes





# PRODUCT & PRICE

# Nature Valley- Crunchy: Oats & Honey



# PRICE

## ORIGINAL

\$ 12.99 30pk.

\$0.43 /bar

## RETAIL PRICE

\$ 1.00 /bar



# PLACE & PROMOTION



PLACE

GWHS STUDENT  
MARKETING LAB, B102!



PROMOTION



**Marketing Lab**

**rm: B102**



## **NATURE VALLEY: OATS N' HONEY**

**\$1.00 /bar**

**\$2.50  
for 3!**

- Quick easy snack
- Low in sodium & cholesterol
- Enough energy to run your day!



**GWHS STUDENT MARKETING LAB**

# Thank you!

 5th pd.  
Marketing II