TIPS FOR EFFECTIVE PRESENTATION

4Ps vs. 4E’s

Unseen is Unsold

MarkeTers vs. Stupid CustomeRS?

What is the Most Powerful Brand?

See inside:

Flat World

Brand Equity

Chief Editor: Nothing is Impossible
ABOUT THE BULLETIN

Marketing Square Bulletin is published once a year by the Department of Marketing, Assumption University, Bangkok, Thailand. This bulletin provides a venue for high quality articles dealing with marketing in its various forms. Authors are encouraged to submit contributions that enrich and highlight innovative thinking in marketing with applicability in terms of marketing research, theory, process, strategies, and tactics. MKT Square Bulletin is published annually. MKT Square Bulletin is open to submissions from amateur and professional writers of all ages and experience levels.

TARGET AUDIENCE

This marketing bulletin is designed to bridge the gap between theory and application of marketing for a diverse readership that includes academics, students, researchers, marketing consultants, marketing directors, and business strategists.

PUBLISHING CRITERIA

MKT^2 is a peer-reviewed, open source Bulletin dedicated to advancing marketing practice, research, and theory, by publishing:

- Original papers
- Book reviews
- Field research
- Case studies and analyses
- Industry reports and reviews
- Opinions and commentaries
- Challenging and innovative concepts in marketing.
- Manuscripts should exhibit relevancy, value, originality, argumentation, reasoning, and analysis. Publication frequency: 1 issue per year.

TOPICS COVERED

The following topic areas, although not exhaustive, are representative of the coverage in this bulletin:

- Consumer Behavior
- Marketing Research
- Sales and Advertising
- Marketing Management
- Interactive Marketing
- CRM
- Services Marketing
- Marketing Planning
- Nonprofit Marketing
- Public Marketing
- Relationship Marketing
- International Marketing
- B2B Marketing
- Digital and Online Marketing

SUBMISSION GUIDELINES

1. Article length approximately can be between 750 words to 3000 words.
2. All submissions are prepared for blind review. Upon receipt of the reviews, it will be decided whether the paper should be accepted as is, or suggest for revision.
3. All figures must be 300 DPI or higher and in one of the following formats: .jpg, .png or .tiff. (Pictures used in the article should be high in quality need to be submitted in separate folder along with the manuscript).

COPYRIGHT POLICY

The submission of a paper to Marketing Square for reviewing means that the author certifies that the manuscript is not copyrighted and would remain the property of Assumption University.

FOR ARTICLE SUBMISSION:

Contact:
Dr. Suwanna Kowathanakul
Email: suwannakwt@au.edu

Dept. of Marketing Website
Unseen is Unsold
70 percent of shopper purchase decisions are made in store.

36.

4P’s vs. 4E’s
You might familiar with the 4 P’s of marketing, however, have you ever heard of the 4 E’s?

28.

Sensory marketing: seducing consumers...
Sensory marketing (or sometimes called sensory branding) uses the power of human five senses to influence consumers’ feelings and behaviors.

23.

Translation of sustainability...1
between green niche and socio-technical regime.....

06.

Would you like to eat a DISGUSTING meatball sundae? Goodbye, Generation Y....

09.

Guide to Effective Presentations - WIIFM and Art of Analyzing Your Audience...

11.

How do we compare means... in marketing research? Using SAS Enterprise guide...

13.

Selfish Marketers Vs. Stupid Consumers
Stupid consumers are the ones who always buy.....

26.

Flat world and its concerns
World is becoming flat that every economic...

20.

Translation of sustainability...2
The concept of eco-housing in the UK was introduced in the 1970s, when alternative technology activist started to rethink house and environment. The growing....

17.

22.

24.

25.

27.

29.
30. Entertainment Marketing
   It is a form of marketing technique to persuade the consumer's interests through advertising...

34. Sustainable mobility transition...
   At present, EU increasingly experiences a rise in the mobility demand. The EU's matured automotive industry presents fierce competition...

61. What Is The Most Powerful Brand in...
   Branding concept was originally created by farmers who branded their livestock's such as cow, horse, pig etc., to identify and establish....
Nothing Impossible

We serve community through publishing articles in the domains of marketing aiming at teaching basics & life-long learning.

On behalf of the MKT² Editorial Board, I welcome all in the beginning of the academic year 2015. I believe that anyone can get ahead and have a better career, build better life by simply working hard enough. The secret to achieve impossible things would be: Never give up, and be confident in what you do with vision, determination and dedication.

Our KMS mission of publishing groundbreaking articles/media of highest quality, across all subfields of the marketing discipline had served the needs of the community through publishing all original reports of significant findings, methods, and resources.

In order to achieve this objective, we will provide constructive and informative reviews that provide authors with useful information regardless of the ultimate editorial decision.

MKT² Bulletin is committed to publish a broad range of relevant scholarly marketing articles that bridge the gap between theory and practice. This journal provides a venue for high quality articles dealing with marketing in its various forms. Authors are encouraged to submit contributions that enrich and highlight innovative thinking in marketing with applicability in terms of marketing research, theory, process, strategies, and tactics.

MKT² Editorial Board wish to thank all the contributors for their quality work. We are indebted to the members of our editorial committee and would like to acknowledge the outstanding work of reviewing. I look forward to receiving your manuscripts and deeply appreciate the support of all authors, reviewers, and editors. 

Dr. Suwanna Kowathanakul
Chief Editorial Advisor
Translation of sustainability between green niche and socio-technical regime

Case Study: Organic food in UK

The development of UK organic consumption is sustainable. According to Soil Association, in 2009 sales of organic food were more than £1 billion involved 4,000 organic producers and around 2,000 registered processors. Organic food accounts for 1.7% of house expenditures on food, and 84% of organic food sales came from 23% of green consumers. Organic food niche was small, but it has become influential to attract interests from mainstream. In 2013, sales of organic products increased to £1.79 billion—a growth of 2.8%. Dairy, vegetable and cater sales grew steadily by 5%, 3.4% and 10%. Organic land area was 606,000 hectares, and there were 6,487 organic producers and processors. Multiple retailers play a leading role, which accounted for 71.3% of market share.

It has been taking decades to develop organic food niche to be successful. The concept of organic food first appeared in 1920s, but it had been neglected for decades. People were gradually awakening to negative effects of industrial food production caused by the use of fertilizer, pesticides, food additives, and hormone, etc while modern food industry was rapidly developed. People had to rethink alternatives of industrialized food production, and “back-to-nature” was perceived as a solution. Thus, the value of organic food has been re-studied and appreciated.

Various scholars from Europe have hitherto studied sustainability more on niche-regime dynamic. This case study will simply discuss how organic food translates between green niche and socio-technical regime as an exemplar to understand on-going socio-technological transition. Short descriptions of terms are as follows:

1. Niche refers to “protected spaces”. The novelty, or radical innovation is protected through subsidies, projects, strategic alliance between supply and demand.
2. Socio-technical regime refers to the semi-coherent set of rules that orient and coordinate the activities of the social groups that reproduce the various elements of socio-technical system. Regime is more stable as compared to niche. Examples of regime rules are cognitive routines and shared beliefs, capabilities and competences, lifestyles and user practices, favorable institutional arrangements and regulations, and legally binding contracts.
The organic movement was guided by Soil Association, and the primary purpose behind organic farming was to promote consumption of local food. At the beginning, production of organic food was restricted due to insufficient capacity of organic system. So, a mix farming of conventional farming and organic farming was popular. Steadily, organic food niche develops whilst the concerns on the use of pesticides was raised in food regime. Environmentalist and organic activists believed that organic farming was an alternative of modern agriculture. They were confident that organic farming was able to reduce health risk, protect environment and preserve natural resources.

Organic farmers established associations and constructed an organic food niche to make organic principle viable livelihoods. For example, experiments were carried out in order to prove the advancement of organic farming. New consumers who were in support of consumption of local fresh food were dedicated to organic food consumption. Conferences, workshops, organic publications and training course have emerged in endless stream. All efforts made a critical innovation, certification and labeling scheme (1973), happened during organic movement. Organic sector developed certification with its own standard.

Starting from 1990s, niche organic practice had been translated into socio-technical practice in regime quantitatively and qualitatively.

Quantitative shift happened when mainstream actors (such as food producers, marketers, retailers, scientists and policy makers etc) became more interested on grounds that organics symbolized a “new” opportunity. There were three main phenomenons: first, development of organic farming was fostered due to sufficient research funding and policy support from government. Second, conventional farmers were helped to convert to organic farming by government grants. More organic food was sold through supermarkets as demand boosted. When demand went up, organic food was sold at a premium prices. Therefore, more farmers were willing to convert to organics, and number of organic producers, processors and retailers progressively increased. Third, activists formed their social network for direct communication. Local vegetable box schemes, farmer markets and networks have spread countrywide.

Qualitative shift was presented by the translation of organic movement into an organic industry. More than 50% of demand was met through imports, and organic production became specialized. Organic food appeared on the shelves in different forms such as frozen ready-meals, fizzy drinks appear on the shelves.

To date, the situation of organic food is encouraging. For producers, 91% of organic farmers commit to long-term organic farming (e.g. 10years +). 22% of organic producers organize educational activities to promote organic consumption and awareness of environmental preservation. Online and direct sales of organic food are expanded. For retailers, they will extend convenience by promoting online organic consumption. For consumers, 4 out of 5 household purchased organic products, and 74% of organic consumer continues their organic consumption in 2014, because health, environment and ethics are still their major concerns. In addition, localism has been embraced and promoted by the organic industry when people reconnect fresh food consumption with local production. Consumers prefer local consumption (e.g. buying from local organic farmers). Besides organic food production contributes to furtherance of energy efficiency. On-farm renewable energy generation is implemented by more than 25% of organic producers.

This kind of organic sustainability translated from niche to the regime is primarily associated with farming that is chemical-free. The organic sustainability under local initiatives extends concerns to different aspects such as pollution caused by food transportation and energy consumption generated from industrial processing, cooking, freezing and then reheating (at home). In short, organic food development in UK proved the significance of long-term planning, decentralized system of communication, production and distribution success of organic food. The niche-regime dynamic of organic food in UK is simply shown as below:
Reference:

- Lampkin, op. cit., Ref. 65
- Millstone & Lang, op. cit., Ref. 61, p.88
- Soil Association, Organic market report 2014 (Bristol, Soil Association, 2014)
Would you like to eat a DISGUSTING meatball sundae?

Goodbye, Generation Y

All that ice cream and whipped cream does not change the meatball itself, and it does not match the taste of the meatball.

My title sounds pretty disgusting, doesn’t it? Well, that’s exactly what traditional marketers are doing, because they’re still caught up in the “advertising generation.”

But wait, am I gonna talk about Generation C as yet a “younger” generation than Generation Y (18-35 year olds) and even younger than the “millennials” generation (born year 2000 onwards)?

NOPE. All of us COMBINED are Generation C as long as we are truly CONNECTED (via social media), and we have the culture that goes along with those in this social media generation. So back to our DISGUSTING meatball sundae.

Do you like McDonald’s chocolate sundae? Yummy isn’t it?

Now, imagine you had a TASTELESS meatball, but nobody wanted to buy it. So what you do is splash on a lot of ice cream, whipped cream, and chocolate syrup to make it look yummy and attractive. Would people buy it now? NOPE! All that ice cream and whipped cream does not change the meatball itself, and it does not match the taste of the meatball.

But actually, this is what traditional marketers have been doing for years, and it worked in the past before Generation C came along.

How did traditional marketers do it? Simple: Imagine a bar of soap. It’s just soap an almost generic product. But to make it a best-selling product, all marketers had to do was bombard it with millions of dollars in advertising campaigns (like cream and syrup) and then BOOM! You have a top soap brand which sells a lot. As such, big brands with
big budgets had great power to influence consumer purchases.

Now, however, this "power" is fading away because of Generation C. Generation C, the active users of social media and Web 2.0, no longer see and/or trust advertisements like they used to. They listen to others in Generation C because Generation C is CONNECTED via social media. Moreover, Generation C is COMMUNICATIVE and they like to proactively broadcast brand messages to each other, and fellow members of this generation enjoy receiving CONTENT (information) from each other as well. As you can see, there's a "power shift" happening in brand communication. In fact, one of the scariest things for traditional marketers is known as "brand hijack." Brand hijack is not about a competitor stealing your product recipes. It's about your own customers listening to "influencers" (bloggers, friends, other customers etc.) instead of listening to your company information regarding product knowledge about YOUR brand. These influencers have “hi-jacked” the information which traditional marketers used to control in the past (because in the past, the information was controlled mostly by those who could spend millions of dollars in advertising).

Another thing to consider regarding Generation C is that they are COLLABORATIVE (they like to work together with friends and ALSO with COMPANIES who sell them products). In the past, a coffee company would try and create a delicious coffee recipe and then hope that their consumers buy it. Moreover, the company would keep the recipe as "secret" as possible to avoid competitors stealing it.

But now, consumers go to Starbucks and then CO-CREATE the coffee recipe with the help of a barista, and tell the barista how they want their coffee to be made (Generation C is also CREATIVE). Likewise, travelers more and more prefer to use personalized “trip planner” websites instead of buying pre-planned tour packages. As you can see, the consumer himself/herself is part of the product creation which completely matches the brand's marketing. As such, it is very different from the traditional "meatball sundae" which was almost independent of the marketing. In Starbucks, the product is the marketing to a large extent, and this product was the result of COLLABORATION and CO-CREATION with their customers of Generation C. Consumers then share and COMMUNICATE their coffee experiences with each other via their CONNECTEDNESS in today's customer ecosystem.

So is Generation C good or bad for marketers? It depends on WHAT TYPE of marketer you are. If you are a traditional marketer and prefer to control all brand information via traditional advertising and are afraid of your brand information being handled by independent members of Generation C, YOU'RE DEAD! If you are not CONNECTED and do not understand the culture of Generation C, then perhaps you should soon change your title from marketing manager to “marketing historian” (not kidding).

If, however, you do understand Generation C and you know how to work WITH this generation’s new culture (instead of against it), you may find that Generation C is the most exciting generation you’ve ever marketed to and marketed WITH.

References:
- Meatball Sundae by Seth Godin
- CRM at the Speed of Light by Paul Greenberg
- The Social Customer by Adam Metz
Guide to Effective Presentations - WIIFM and Art of Analyzing Your Audience

Making a presentation in front of your class or to business clients can be one of the most nerve-wracking experiences you’ll inevitably encounter repeatedly.

Making a presentation in front of your class or to business clients can be one of the most nerve-wracking experiences you’ll inevitably encounter repeatedly. If this describes exactly how you feel, you’ll be happy to learn that actually over 41% of all people have some form of fear speaking in front of a group. It’s the number one phobia, outranking other common fears such as thanatophobia, the fear of death; or acrophobia, the fear of height. And if fear itself isn’t enough, your anxiety level may increase even more if you see that your audience isn’t interested in what you have to say.

Recall for a moment if you will, how often have you noticed your audience chatting among themselves, playing with their phones, or worse—falling asleep during your presentation? If this is a common occurrence, then you’re probably unaware of some mistakes you might be making with your presentation technique. How then do you grab your audience’s attention?

To answer this enormously broad question, you must consider a number of important factors, which unfortunately cannot be covered simply in a brief discussion. So for this article I would like to focus on what may be the most important factor to begin with—the audience.

Reach Out to Decision-Makers

To begin analyzing the audience, put yourself in their seat and ask “WIIFM”, which stands for “what’s in it for me?” It’s the question many audience ask themselves, and one you can answer with a well-structured benefit statement. To form an impactful benefit statement, first ask yourself these common questions about your audience:

- What do they know?
- What would they like to know?
- What are their attitudes and behavior likely to be?
- Why are they listening?
- Why am I speaking to these listeners?
- Decision maker – such as the boss, will have direct power or influence over others
- Opinion leaders – may not be easy to identify, but they have lots of credibility and may shape the audience’s decision
- Gatekeeper – such as purchasing managers or secretaries, who can help get the information to your targeted decision makers.

Analyze your target audience’s needs by considering the following factors:
1) Needs:
If your audience is unknown, if possible, get inside information prior to your presentation what information they 1) need to know, 2) should know, or 3) must know. Remember that their actual need may differ than what you think they need.

You may need to segment big audiences into subgroup, such as “the sales group” or “the executive team”. This will make it easier for you to make assessment about their varying needs and interests, and find different ways to connect to these different groups.

Most importantly, focus on individual who are the decision makers who can say “yes” to your requests. Find out their needs and connect with them.

2) Attitude:
Find out how your audience feels about the topic. Are they positive or negative? Is there possible bias? Are they listening to you voluntarily, or are they required to listen? For example, a marketing manager might genuinely be interested in your sales presentation, while a purchasing manager is only there to act as the gatekeeper. Remember that not everyone wants to be there, therefore you must adjust your presentation style accordingly and use appropriate appeals.

3) Knowledge Level:
Consider what the audience already knows. More likely you’ll be confronted by groups with mixed backgrounds, so it’s a challenge to keep the experts engaged without confusing the beginners. Your safest bet is to avoid using technical jargon, abbreviations, acronyms, buzzwords, idioms, confusing metaphors.

4) Environment:
Consider both the physical and psychological environment.

The physical environment includes the actual facility and equipment you’ll be using for your presentation. Consider what you’ll do if the projector fails? What if your flash drive doesn’t work? What if you have to present seated around a meeting table? Be prepared for the worst that can happen and find alternative solutions as extra precautionary measure. For presentation in front of a big audience, visit the venue you’ll be using for your presentation in advance to check all the equipment and have a quick rehearsal.

The psychological environment includes the audience’s mood. Take these scenarios for example, being stuck in hours of traffic before arriving to a presentation; or sitting in a meeting room while noisy construction work is being performed outside. These situations can certainly put your audience in a bad mood.

5) Demographic:
The differences in your audience age, gender, race, religion, culture, and language may also affect how they perceive and interpret your presentation. For example, even though red may be an exciting color to use for the background color of your presentation slides, your business customer from china town may perceive red as an auspicious color reserved only for weddings or new year celebration. Also be careful of non-verbal cues such as hand gestures and body language, which may be interpreted differently by different culture.

Crafting the Benefit Statement
Now that you know your audience, it’s time to create a meaningful benefit statement that will grab their attention. The benefit statement is a preview statement(s) that address the audience’s needs and desires by telling what benefits they will receive by listening to the speaker. See the example below for creating a targeted benefit statement.

<table>
<thead>
<tr>
<th>Step 1</th>
<th>Step 2</th>
<th>Step 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify the feature</td>
<td>Apply a target filter</td>
<td>Create a targeted benefit statement</td>
</tr>
<tr>
<td>For decision makers who is concerned with student’s well-being.</td>
<td>As our beloved Rev. Bro. Bancha has said, “being healthy and eating healthy makes students energized for study and makes them better pupils”. This new cafeteria is one of the ways ABAC can help to ensure the well-being of our greatest resource—our students.</td>
<td></td>
</tr>
<tr>
<td>You are trying to present the benefits of building a new cafeteria for ABAC students.</td>
<td>Not only can the cafeteria’s cost be controlled, but we’ll actually help students save time and money from buying expensive meals outside.</td>
<td></td>
</tr>
<tr>
<td>For opinion leader who wants to keep cost under control.</td>
<td>As the Rev. Bro. Bancha Saenghiran recently said, “eating healthy makes better employees”. This new cafeteria is one way our beloved Rector Magnificus can ensure well-being for the students.</td>
<td></td>
</tr>
<tr>
<td>For gatekeeper who wants to show his support for the decision maker.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

I hope this guide can help all of you get started on planning your next presentation. Please remember this important point, to build credibility and make an impact on your audience, spend more time focusing on their needs and less time crafting colorful PowerPoint slides or trying too hard to force your ideas onto them.

Reference:
How do we compare means in marketing research?

In marketing research, we often need to compare means of various groups. There are various statistical methods used for this objective depends on the type of groups whose mean we need to compare.

Many times my students confused about which statistical tool is used for this and what is the selection criteria. This note aimed to give its readers an easy to understand explanation about various statistical methods used for comparing means and how to do it using SAS Enterprise guide version 4.2. Let’s start from the basic T-test.

**T-Test for Independent groups:**

The T-Test for independent groups (simply we call T-Test) is the tool we use for testing the difference between the means of 2 independent groups. This is extremely important in marketing research when we need to know if means of customer satisfaction of two extremely independent consumer groups (say male or female) differ significantly.

**Following are the conditions required for using Independent T-Test.**

1. There should be only one independent variable (Grouping variable, eg. Gender)
2. There should be only TWO levels for that grouping variable (Male, Female)
3. There should be only ONE dependent variable (DV)

**Example:**

Researcher wants to know if there is any difference in the memorizing skills of male and female students in the class. Before the class begin, lecturer informs the class that a quiz will be conducted about the topics covered in the class. 30 multiple choice questions were asked at the end of the class and following are the correct answers scored by 10 male and 10 female students in the class.

In the above data, 1 stands for Male and 2 Stands for Female participants. Let us use the above example to study how to use SAS Enterprise guide.

The data loaded in the SAS enterprise guide can be seen below.
Here we want to know whether gender plays any role in grabbing high scores in Quiz. We know that Gender is the IV and Score is the DV. (The conditions mentioned above are satisfied).

To test the data, from the SAS Enterprise guide menu, select Analyse>ANOVA>t test. Now SAS will ask what kind of T-test we wish to perform. Select the Two sample (the default one). Now click on the Data on the navigation panel. Drag Gender to the classification variable and Score to the Analysis variable. After this, click the RUN push button to perform the analysis.

The bottom of the results table gives the results of the comparison of group variances. Our basic assumption in this test is that group variances are equal or there is no significant differences in the group variances. The results of the Folded F procedure of SAS shows that both group variances are equal (Pr>F=0.8882 >0.05). In other words, assumption of homogeneity of variance is not violated.

The second table from the bottom gives the results of T-tests. Since homogeneity of variance is not violated, we have to look at the first row of the table (POOLED). Based on the 18 degrees of freedom, the computed T-value of -3.02 is statistically significant (Pr>|t| =0.0074 <0.05). Therefore we have to conclude that there is a statistically different mean for scores from males and females. From the first two tables of the output, it is clear that female students (M=22.00) correctly answered more questions than male students (M=17.00). We found that this difference in means between groups is statistically significant.

The one way-ANOVA- Analysis of Variance

The one way ANOVA can be considered as the extension of the Independent T-Test mentioned above. This particular statistic is used when the researcher is interested in knowing whether the means of several independent groups differ. In the above topic, we have seen our independent variable as Gender which has only 2 levels. However what if the IV has more than 2 levels? For example race or ethnicity. If the market researcher wants to know whether the customer loyalty or brand loyalty varies among nationalities, he/she should use ONE WAY ANOVA tool. Same like Independent T test, ANOVA also has some requirements. Following are the requirements to use one way ANOVA.

1. In the data analysis, there must be only IV (eg. Nationality).
2. There should be more than 2 levels for the IV (eg. German, Indian, British, American etc.)
3. There must be only one DV.

Same like independent T test, we assume our DV is normally distributed and the independent groups have approximately equal variance on the dependent variable.

Example:

Researcher wants to know whether there is any significant difference in doing various exercises on the overall body health. Four different exercises have been tested on 36 computer operators of a firm. Four exercises were 1) bicycling, 2) walking 3) dancing and finally weight lifting. Participants spent 30 minutes per day for 6 weeks engaged in the exercise called for by the project and their cardiovascular health were monitored.

The data set used in this analysis is given below for your convenience.
Setting up Analysis:

From the main SAS Enterprise Guide Menu, select > Analyse > ANOVA > One way Anova. Drag Exercise into the independent variable and Health into the Dependent variable list. See the figure given below:

Click Tests from the navigation panel on the left hand side and select the tests required for testing the homogeneity of variance. I recommend Levene’s test and Barlett’s test to see the output.

Since we have many groups in the analysis, a significant F value will show us that a significant difference exists between groups, but it would not tell where the difference lies. Hence it is necessary to do some post Anovacomparison procedures.

The simplest of them is Post Hoc Analysis. To do the post hoc analysis, Click on Means > Comparison menus. Now select the required post hoc analysis tool familiar to the researcher. Duncan's multiple range test, Scheffe’s test, Ryan-Einot- Gabriel-Welsch multiple range tests are popular post hoc tests in both SAS and SPSS. For this example I select the last one Ryan-Einot- Gabriel-Welsch multiple range test.

Now click on the Breakdown menu, check the statistical tools such as Mean, Standard deviation, standard error, number of non-missing observations, number of missing observations etc. and click RUN button to perform the analysis.

The ANOVA OUTPUT:

<table>
<thead>
<tr>
<th>Exercise</th>
<th>Health</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>66</td>
</tr>
<tr>
<td>2</td>
<td>53</td>
</tr>
<tr>
<td>3</td>
<td>53</td>
</tr>
<tr>
<td>4</td>
<td>38</td>
</tr>
<tr>
<td>5</td>
<td>39</td>
</tr>
<tr>
<td>6</td>
<td>56</td>
</tr>
<tr>
<td>7</td>
<td>63</td>
</tr>
<tr>
<td>8</td>
<td>46</td>
</tr>
<tr>
<td>9</td>
<td>54</td>
</tr>
<tr>
<td>10</td>
<td>56</td>
</tr>
<tr>
<td>11</td>
<td>47</td>
</tr>
<tr>
<td>12</td>
<td>59</td>
</tr>
<tr>
<td>13</td>
<td>37</td>
</tr>
<tr>
<td>14</td>
<td>51</td>
</tr>
<tr>
<td>15</td>
<td>55</td>
</tr>
<tr>
<td>16</td>
<td>49</td>
</tr>
<tr>
<td>17</td>
<td>59</td>
</tr>
<tr>
<td>18</td>
<td>52</td>
</tr>
<tr>
<td>19</td>
<td>59</td>
</tr>
<tr>
<td>20</td>
<td>51</td>
</tr>
<tr>
<td>21</td>
<td>60</td>
</tr>
<tr>
<td>22</td>
<td>42</td>
</tr>
<tr>
<td>23</td>
<td>52</td>
</tr>
<tr>
<td>24</td>
<td>55</td>
</tr>
<tr>
<td>25</td>
<td>50</td>
</tr>
<tr>
<td>26</td>
<td>61</td>
</tr>
<tr>
<td>27</td>
<td>40</td>
</tr>
<tr>
<td>28</td>
<td>38</td>
</tr>
<tr>
<td>29</td>
<td>61</td>
</tr>
<tr>
<td>30</td>
<td>39</td>
</tr>
<tr>
<td>31</td>
<td>47</td>
</tr>
<tr>
<td>32</td>
<td>41</td>
</tr>
<tr>
<td>33</td>
<td>58</td>
</tr>
<tr>
<td>34</td>
<td>47</td>
</tr>
<tr>
<td>35</td>
<td>47</td>
</tr>
<tr>
<td>36</td>
<td>56</td>
</tr>
</tbody>
</table>

Since the P value is more than 0.05, none of the results produced a statistically significant result, we can conclude that our assumption of homogeneity of variance been met. Now look at the Anova results in detail.
The first table summarizes the results as a whole, other tables are specific to the specific groups. The first table shows that influence of exercise on health is significant. Or in other words, the variable exercise is statistically significant. The R-square value (0.65) in the second table suggest that nearly 65% of the variance in health is explained by the variable exercise. It is also found that overall mean of the dependent variable Health is found to be 51.05. Therefore one way Anova suggest that a difference in exercise will influence significantly the DV which is Health.

The results are self-explanatory. Any group's means given same letter designation by SAS are not significantly different. Hence we can see that exercise 1 and 2 are not significantly different. i.e. exercise such as Bicycling and walking produce similar results (in this case highest results) compared to other two forms of exercises. We can conclude that computer professionals are benefited mostly from Bicycling and walking and benefited less from dancing and weight lifting. Therefore One-way Anova shows that 4 different exercises produces different output towards the overall health level and bicycling and walking are significantly different from dancing or weight lifting.

Here concludes the first session of comparing means.

Thank you for reading.
Translation of Sustainability between

Green niche & socio technical Regime

Case Study: Eco-housing in UK

Sustainable housing development has been heavily promoted through Green Deal and Zero Carbon Standard for Homes as carbon emission reduction has been the objective of the UK government. The Green Deal offers incentives to homeowners to improve the energy efficiency of their houses such as fitting better insulation while the UK government has committed that all new buildings will conform to a “zero carbon” standard by 2019. Thus, eco-house increases progressively with around 15,000 units built annually. This presents a total stock of £26 million and approximately 8.3% of all new-build housing in the UK. As shown in Figure above, the eco-house located in Heathfield in the east Sussex presents...
advanced eco-designs including an air-source heat pump, a rainwater harvester, central-vacuuming system, triple-glazing, motion-sensitive lighting system and under-floor heating system.

The concept of eco-housing in the UK was introduced in the 1970s, when alternative technology activist started to rethink house and environment. The growing “green movement” responded to the fact that natural resources were being pillaged, rather than respectfully utilized. Architects and green builders began to realize their crucial role as providers of that most intimate environment: homes, work places and public buildings. They sought an alternative, and eco-home was an ideal solution.

Some architectural schools (Cambridge, Hull and the Architectural Association in London) provided a room for experimentation of eco-house initiatives and a platform for people to contribute different ideas. The emblematical example was the autonomous home built by Street Farmers’ radical eco-architecture group in the field of Thames Polytechnic in 1972.

Eco-towns in UK are North West Bicester, Rakcheath, Imerys, and Whitehill Bordon.

4 successful eco-towns in UK are North West Bicester, Rakcheath, Imerys, and Whitehill Bordon.

6 Principles

<table>
<thead>
<tr>
<th>Name</th>
<th>Location</th>
<th>Planned no. of homes</th>
<th>Construction Status (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acombrown</td>
<td>Dublin, Ireland</td>
<td>10,000</td>
<td>10% complete</td>
</tr>
<tr>
<td>Vathorst, Newland, and Kottenrock</td>
<td>Amersfoort, NL</td>
<td>11,000</td>
<td>25% complete</td>
</tr>
<tr>
<td>Roselfeld &amp; Vaulsen</td>
<td>Freiburg, Germany</td>
<td>5,000</td>
<td>75% complete</td>
</tr>
<tr>
<td>HatanCity</td>
<td>Hamburg, Germany</td>
<td>5,500 plus commercial</td>
<td>25% complete</td>
</tr>
<tr>
<td>Kronsberg</td>
<td>Hanover, Germany</td>
<td>6,000</td>
<td>50% complete</td>
</tr>
<tr>
<td>Hammarby Sjöstad</td>
<td>Stockholm, Sweden</td>
<td>11,000</td>
<td>75% complete</td>
</tr>
</tbody>
</table>

Further information: Eco-towns in Europe and Six Cs

Eco-towns have been quite successful in other European countries, setting high standards for future developments. The detailed information regarding location, unit and construction status is shown as above:

Further information: Eco-towns in Europe and Six Cs

Eco-towns have been quite successful in other European countries, setting high standards for future developments. The detailed information regarding location, unit and construction status is shown as above:
Eco-housing niche is quite small as compared to regime for volume house building, but this small-scale development has a great advantage. It makes modification, adjustments or correction easy during experimentation. Also, users play an active role in niche development. They are highly involved in eco-design. Users concern more on the functionality such as ventilation system, under-floor heating and solar panels, and they are more receptive to innovation. Eco-house initiatives were well documented and disseminated by green builders through books, articles, events and TV series (e.g. Vale and Vale, 1975; Clarke, 1976; McLaughlin, 1976; Borer and Harris, 1994). Furthermore, a niche-based network involved builders, architects, activists and users was established, and integration of various technologies and use of green construction techniques have been enhanced by all members in this network.

In the regime of volume house building, standardization of designs, construction techniques and materials hinder innovation. Homes were designed and marketed to meet economic performance rather than environment performance. Since 1970s, the intensity of energy made eco-initiatives recognized and spread. Government R&D Program such as Passive Solar House Design Program provided resources for niche activities. The Center for Alternative Technology received grants for development, experimentation and a monitor of socio-technical features such as PV roof and the grid connection of micro-renewable. Principles, practicality and usefulness of eco-house have been promoted through exhibitions. Regulation articulates a signal of sustainable housing. Standards for insulation level have improved, and standards are extended to a broader sustainable consideration such as water use.

BedZED eco-town project is an iconic example (shown in figure). It was the first and largest Zero Energy Development. It was completed in 2002. BedZED was designed by an individual user and a determined architect, Bill Dunster, whose commitment extended to improve construction of his own eco-home. The project was supported by different parties of niche and regime. Bioregional Development Group helped to inject bioregional initiatives to local sustainability. A client helped the project to consider extra-market value, sustainability issues and lifecycle operation of its building (the Peabody Trust). Mainstream firms were in support of building service, structural engineering and construction management. In addition, at BedZED, contractors had to learn green principles, regulations, and sustainable designs, and then they could increase their capacity for sustainable development. All of these demand time, effort, patience and a room for green techniques and the skills base of the workforce available.

Reference
- Cambridgeshire Quality Charter for Growth www.cambridgeshirehorizons.co.uk/qualitycharter
- PRP Architects Ltd, URBED, and Design for Homes. Beyond Eco-towns: Applying the lesson from Europe report and conclusion
- http://news.bbc.co.uk/2/hi/uk_news/politics/7328138.stm
**INTRODUCTION:** This article warns that the World is becoming flat that every economic transaction is contested globally. The puzzle “Flat World” a metaphorical title is explained in the following paragraph. Two of the examples used to justify how the world is becoming flat. The first example, talks about the Standardized Taxation policy in E.U. The second example asserts that the world is flat due to the convergence of technology, events India, China and several other countries. Lastly, the implication of a flat world is explained through the perspective case of Thailand.

**What does “Flat World” metaphor mean?**

Thomas Friedman in his book titled “The World is Flat” points out that the world is flat due to the convergence of technology, globalization, and other forces has transformed the way we work. India, China, and other countries are an increasingly significant part of the global supply chain for manufacturing and services. Today geography is no longer an obstacle that companies can stretch their manufacturing, customer service, and other business processes around the globe.

The metaphorical title “Flat world” could easily confuses anyone if the meaning taken literally. This may worry the pre-Columbian sailor’s about falling off the edge of the earth, and the tenacious clinging to that idea by members of the Flat-Earth Society in the face of “overwhelming” “scientific” evidence (Lam, 2007).

How the world once again is seen as being “flat”? “Flat” here refers to the competitive imperative of companies harnessing skills anywhere in the world. Any company in any country can supply intellectual or operational services to any entity in any other part of the world. In a flat world, certain kinds of work will migrate to the country with the comparative advantage. Several U.S. companies were now head-quartered in India because the work can be performed competently at a lower cost than in competing countries.

**DISCUSSION:**

1. Is the world going flat?
2. What are its implications?

Flat world has direct influence on globalization. The meaning of globalization is: an integration of capital, technology and information across national borders in a way that creates a single global market. (Lebowitz, 2006)

(Continued next Page......)
Take the case of EU standardization policies and the practice of similar Operational Services. Standardization within Western Europe is the result of a voluntary cooperation amongst industry, users, consumers, public authorities and other interested parties, managed by independent organizations with the support and involvement of standardization stakeholders. For instance, the way tax imposed and the related operational services are standardized among EU nations.

**Flat-tax European nations:**

Germany introduced a flat tax of 25 percent with effect from 1 January 2009, for non-business investment income (income from capital, including interest, dividends, and capital gains) derived by individuals (Expat News). So that workers don’t need 12 Saturdays but 10 minutes to complete their taxes. Sooner or later the flat-tax movement has been sweeping Europe. Government of Greece already contemplated a 25% flat-rate income tax to take effect in 2006 replacing a multiple-tier tax structure with rates of 40% or more. More than 11 nations favored single-rate. Countries that would follow are Bulgaria, Croatia, Lithuania and Hungary. Flat-tax nations and their rate: Estonia 24%, Georgia 12, Greece 25, Hong Kong 16, Latvia 25, Lithuania 33, Romania 16, Russia 13, Serbia 14, Slovakia 14, Ukraine 13, (WSJ, 2005).

At the moment there are no EU-wide rules that say how EU nationals who live, work or spend time outside their home countries are to be taxed on their income. However, for tax purposes, the country where an individual is a resident can be taxed from the worldwide income, earned or unearned. This includes wages, pensions, benefits, income from property or from any other sources, or capital gains from sales of property, from all countries worldwide. Each country has its own definition of tax residence; yet: a person considered tax-resident in the country where they had spent more than 6 months a year; if less than 6 months in another EU country, then assumed to be tax-resident of your home country. (Europa, 2014)

**Convergence of Technology and Events:**

The convergence of technology and events that allowed India, China, and so many other countries to become part of the global supply chain for services and manufacturing, creating an explosion of wealth in the middle classes of the world’s two biggest nations and giving them a huge new stake in the success of globalization is an example that the world becoming flat.

2. **Implications of Flat World in Thailand:**

There is a widespread perception that capital investment is directly linked with generating employment opportunities. When capital outflow exceeds capital inflow into Thailand, the implication could be reduction of GDP growth, increased unemployment rate, currency depreciation etc. In another case, recently Bank of Thailand was...
on an alert when there was a threat of huge capital outflow after the US resolution of its debt-ceiling problem (ThaiNews, 2013).

Moment of capital flow cannot be controlled in the flat globalized world. ASEAN member’s multilateral agreement that diluted Thai sovereignty now has less control over flow of capital in or out of the country.

How much of sovereignty Thailand should hold to control businesses? How much it could trade-off to receive other benefits? Does Democracy need sovereignty? The answer is no. Political pressure for national control of multinational corporations is little to do neither with the democratic deficit in Thailand nor with dilution of sovereign power. Today’s globalized world is largely interdependent and trade-off country’s sovereignty to gain more market access. In the flat world Thailand is vying for greater domestic ownership of foreign operations within its border as like any other country.

Recently, ANZ Bank has gained approval to establish a subsidiary in Thailand, which will fuel its continued penetration into the Southeast Asian market. Thai authorities have also reportedly received five license applications from foreign lenders who are seeking to establish as many as 20 banking branches in the country. There is more work to be done by the Thai government and regulators in order to place Thailand’s banking sector in a stronger position to benefit from more robust ASEAN growth over the coming years (Industry Report, 2014). Increase in FDI will generate increased employment opportunities and appreciates the currency.

Opportunities lying ahead for Thailand:

- Thailand has been trying to move up the value chain to differentiate itself from China, which now dominates the supply of labor-intensive goods. New sectors of the economy, including petrochemicals, autos and food processing, have registered buoyant growth in recent years.
- A more vigorous effort to protect intellectual property rights would help bolster Thailand’s attractiveness to foreign investors.
- The government’s decision to slash the corporate tax rate from 30% to 18% in 2013 could help boost Thailand’s appeal to foreign investors and narrow the gap with other regional economies.
- Investment, which has taken a serious knock over the past year owing to falling external and domestic demand, is very likely to resume its recovery when political problems are resolved and the global economy stabilizes.
- Thailand ranked a very strong 18 out of 189 countries under the ‘ease of doing business’ category in the World Bank’s 2014 Doing Business Report.

Weakness:

- Protection of intellectual property in Thailand is poor. This is reflected by its place on the Priority Watch List of countries in the US Trade Representative’s Special 301 Report.

Thailand is finding it difficult to attract foreign direct investment amid growing regional competition and domestic political woes, fuelling fears that investors that have previously warmed to the country are now turning instead to low-cost China (BMI_Industry_Report, Fourth Quarter 2014).

BOTTOM LINE:

There could be certain forces that attempting to flatten the world such as the fall of the Berlin Wall, the Birth of the Internet, Work Flow Software, Open-Sourcing, Outsourcing, Offshoring etc. Therefore going global is unavoidable in a world where now countries look ways to integrate their economies with rest of the world (Example: ASEAN, EU etc.). When a good or service is produced more cheaply abroad, it makes more sense to import it than to make or provide it domestically. As a result countries trade-off its sovereignty to gain more market access to buy and sell goods and services mutually benefit its member countries. At the same time each member nations keep a check on its capital inflow and outflows to balance its position in the flat world that brings new challenges. One challenging question against the flat world is that the income distribution is not becoming flatter, neither between countries nor within Thailand. Half of the world populations are from Low-Income countries substantiate that the world has not flattened in terms of opportunities and income distribution.

REFERENCES:

Sensory marketing: seducing consumers through the power of 5 SENSES

Sensory marketing (or sometimes called sensory branding) uses the power of human five senses to influence consumers’ feelings and behaviors.

It is a technique that are used by many marketers and brands, not only in food, beverage and retail industries, but also in service and non-food industries. Some brands attempt to create a multi-sensory experience i.e. using two or more senses to appeal to consumers.

The Power of Five Senses

Visual---The Power of Sight
Marketers use visuals such as logo, shape, and graphics so that consumers can identify a brand. As Gina Tricot (fashion retailer) puts it that, ‘Shapes and color are the first aspects of a brand that is noticed by the customers’ (cited in http://en.wikipedia.org/wiki/Sensory_branding). A study shows that color has an impact on the product visibility in supermarket shelf by 80%. Thus, the use of color on packaging is crucial for the visibility of fast moving consumer goods. The perfume industry also entices customers to purchase the products by using unique and distinctive designs for their packaging in order to convey the brand message and brand image such as Diesel Only the Brave or DKNY Delicious Candy Apple (see Picture 1 and 2).

Since research indicates that color ads are noticed more than black and white ads by 42%, advertisers try to increase the level of sensory input by using color to get their advertising messages noticed. Benetton, a ready-to-wear brand, has long been using color in their ads to grab consumers’ attention (see Picture 3).

Auditory---The Power of Sound
Sound is used in sensory branding to arouse emotions, and to enhance brand experiences. As often seen from the prevalent use of background music in retail stores, restaurants, bars and spas, music set a mood and encourages consumers to buy products and services. Advertisers also use jingle and music to increase brand recall---such...
as the global use of Mazda’s Zoom Zoom song which help consumers recall the brand.

**Olfactory—The Power of Smell**

Human noses are able to distinguish more than 10,000 scents. Not only that, sense of smell can connect humans with various memories and emotions. Human’s sense of smell is able to trigger more than 700 emotions. An interesting study indicates that people remember just 1% of what they touch, 2% of what they hear, 5% of what they see, 15% of what they taste, and significantly 35% of what they smell (Rockefeller University study cited in http://en.wikipedia.org/wiki/Sensory_branding). Restaurants, food industry, beverage industry, beauty products, and perfume use scents to entice customers to buy their products e.g. the aromatic smell of Auntie Anne’s Pretzel seducing passersbys to enter to the shop. Another interesting case is Unilever’s Dove soap, the research agency (Millward Brown) estimated that the smell of Dove soap worth $63 million of its US sales revenues. Dove’s scent makes users feel relaxed, calm and valued. Thus, the management of Unilever would think twice before changing the current formula of the soap to retain existing customers.

**Gustative---The Power of Taste**

Humans can perceive a wide variety of flavors. The flavors human perceived connect to a variety of feelings and emotions. Thus, brands use the power of taste to reinforce brand experiences. Dublin’s popular tourist attraction, the Guinness Storehouse, has attracted more than 12 million visitors since 2000 (see Picture 4). Here, the visitors can learn about Guinness, taste it and learn how to pour the perfect pint of Guinness. Guinness Storehouse was designed in a way to enhance taste perception.

**Tactile---The Power of Touch**

Since human skin has millions of sensory receptors, marketers manipulate the sense of touch through changing materials, texture and softness. The sense of touch helps reinforce brand identity and brand image. This can be seen by the texture of the products, the materials of the packaging, and the way brands arrange the products on shelf. Lush, the beauty products in the UK, does not has a plastic wrap on the soap products so customers can walk around, touch and smell the soaps (see Picture 5).
Source:

Image: courtesy of
- http://www.google.co.th/imgres?imgurl=&imgrefurl=http%3A%2F%2Fen.wikipedia.org%2Fwiki%2FGuinness_Storehouse&h=0&w=0&tbm=isch&ei=XS0rviSidiatb7IG4BA&ved=0CB4QsUoBA
Selfish Marketers versus Stupid Consumers

This topic is classified as commentary because it is based on my own personal opinion. The comments I am about to lay here stem from my 30 years study in business-related field, 25 years in teaching marketing-related subjects in universities, 3 years working in multinational corporations, and 15 years in running my own retail store of men fashion clothing. I would like to present the drawbacks of marketing education.

Managing scarcity of resources to fulfill unlimited needs of human being is a task of economists. These unlimited needs do not only create shortages in resources but it also creates more problems to the next generation. While economists are finding ways to solve this thing out, marketers are introducing ways to catalyze needs, which they call “satisfying needs”.

Stupid consumers are the ones who always buy impulsively, do unplanned shopping, and never think of the consequences of their consumption habit. They tend to be materialistic, and are driven by the so-called social needs. Possession utility is what they are looking for, thus making them the prime target market of these selfish marketers. Selfish marketers make profit from their claims about their products’ benefits through the use of exaggerated advertising, abused sales promotion campaign, attractive unnecessary package, and under price product quality. They put all efforts to fool consumers.

In some developing countries where poverty and income distribution problems exist, their government is eager to promote investments on automobile, electronic, and electrical industries, most of which are directly shipped from developed countries in the hopes that it facilitates the much-needed development to these poor-performing economies. Least that they know is that bringing in these supposed modernized industries in these developing economies also bring corresponding problems. Carbon dioxide emission, improper solid waste management and other environmental hazards that cause climate change become an apparent result of this thoughtless government policy. Landfill and incineration of hazardous waste speed up environmental problem to be exponential.

These environmental problems consequently bring in another problem on people’s health and well-being. The exposure of people to these hazardous elements has increased the number of incidences of those who acquire life-threatening diseases or lifetime disability in recent years. This could have been prevented or avoided should they have been living in a much simpler and cleaner environment.

But what is more distressing in this supposed change is the change in the consumption behavior.
of people. As they are blinded by the promise of new life by seeing these developments around, consumers suddenly shift their old, simple ways to a more modern one even though they cannot afford to sustain such a lifestyle. The feelings of inadequacy, inferiority and insecurity soon envelope their feelings if they are not able to catch-up with this demand for a new life, making them want more, and acquire more. This becomes a vicious cycle; and this becomes a serious problem!

Consumerism at this point in time should be taken to another level. Past is the era where business is all about industrialization. Past is the time where the aim of advertisement is to sell a product. This is now the time to educate the consumers on how to become wiser and more prudent in their consumption decisions.

Marketing education nowadays aims to teach strategies and tactics to acquire customers and offense competitors. But I would like to beg all marketing educators to focus their teaching in providing students with wisdom that will help them become smart and mindful consumers. Students are performing in the market as consumers, so let’s start this campaign by helping them from being fooled. I believe that selfish marketers will be extinct by increasing smart consumers. It is time to teach green marketing and learn green shopping.
The popularity of using internet leads to the new perception of marketing concept. Consumers, nowadays, easily get the information using their mobile phones or tablets. It is so easy for them to compare the differences of products and prices. To remain competitive and differentiate from your competitors, instead of considering 4P's of marketing, you might have to focus more on the 4E's.

From Product to Experience

Marketers should not only focus on “product features or benefit”, but they should pay more attention on the whole experience of customers. The paradigm has gradually shifted to customer experience because some companies have recognized that they must find new methods to maintain and get new customers in a highly competitive environment, and to increase profit.

Recently, marketers utilized the experiential marketing to enhance consumer buying in
retail business. For example, Levi’s campaign launched on April 2012 by setting red telephone booths in Hong Kong malls.

The campaign focused on utilizing the concept of experiential marketing by creating excitement for the brand via pop-up interactive phone booth (real time video interaction). In three days, this campaign motivated over 500,000 shoppers to visit the booths and also increasing Levi’s sales around 30 percent over a week period.

Another example is Cadbury’s campaign launched on November 2012. The company utilized the experiential marketing based on fun and playful by installing a musical chocolate fountain at the Westfield mall in London.

These successful examples illustrate that experiential marketing can have a significant impact on creating awareness, building loyalty, and the most important thing increasing sales for the company.

From Place to Everyplace
It is not just only considering retail as a “place” but also developing all potential channels to provide information, reach, and interact with customer. Marketers might use more digital forms (advertising on mobile phones, social media, and websites) as a potential channels to reach all customers. For example, Ogilvy has created a global network of digital innovation labs with different kinds of people to connect their brands with their consumers. This team invented a virtual personal assistant and gives information about upcoming entertainment promotions, and helps customers get reservations and VIP access.

From Price to Exchange
It is not only considering “price” but also more concerns about exchange. When buying a product, customers may not consider only the price, but they might more concern about getting some real value in return. This will help to increase loyalty as well.

From Promotion to Evangelism
Company might need to focus more on inspiration of both customers and employees. Marketer might also need to find out the emotions related to your product or service. Identify the passion and emotion in your brand is an important aspect and will allow your customers to connect better with your product and also motivate them to talk about your products and brand with their relatives and friends.

Source:
- http://www.ogilvy.com/On-Our-Minds/Articles/the_4E_-_are_in.aspx
- http://www.55questions.com/blog/4p%E2%80%99s-4e%E2%80%99s

Images:
- https://www.google.co.th/search?q=experiential+marketing+picture&espv=210&es
- https://www.google.co.th/search?q=levi+summer+hotline+jpg&newwindow
- https://www.google.co.th/search?q=cadbury+joyville+campaign+at+the+westfield+mall+in+london
Entertainment Marketing

Enjoyable advertising, extra interesting activity with product, those are consumer love and look to see it rather than traditional style one.

Entertainment marketing is not limited to one specific concept; whereas it is a form of marketing technique to persuade the consumer's interests through advertising. This technique uses both offline and online media platforms exposing the coverage of branded product, actor, actress, and story script etc.

The process to carry out such entertainment marketing advertising starts with setting goals. But rarely look through target audiences like traditional advertising always does. After that, type of tools on advertising will be provide such as setting up brand identity, reaching up prospect audience, and creating the show.

There are 2 big types of entertainment marketing that would like to

This is totally more than just advertisement, I am sure that most us have this kind of experience when break down with some, after watching this "movie" you will much better, the past will be just your good memories.
mention. One is entertainment marketing in commercial campaign, and entertainment marketing on product.

First, entertainment marketing in commercial shows the show for consumer before reaching to product or service as product is a minor perspective for this commercial.

“Let’s me entertain you” is the word that entertainment marketing keep in mind via short movie, music story, and funny advertising. Brand storytelling is one of the short movies by entertainment marketing to show a short story or short episode of story that let product get involve into enjoyable story. Samsung Thailand shows a successful on entertainment marketing on brand storytelling on Love at First Flight and Seoul in Love series that put Samsung Galaxy tab 10 and 7.7 on running stories. Surprisingly the number of viewer in each episode reach up to 40,000 views which is higher than normal advertising of Samsung which running never more than a thousand. Audiences enjoy watching each episode with no wonder about product that branded but actually they got involved into the brand and product already.

Pepsi, Honda, KIA, Budweiser, and Doritos are very good on making entertainment marketing campaign on advertising that make consumer really enjoy watching funny advertising that minor represent product. Those are always showing at Super Bowl for the first time. Why Super Bowl? Super Bowl is the biggest sport game that roughly 111 million viewers watching on that time. Those advertising will not be like a traditional but definitely entertainment marketing advertising.

Despite of entertainment marketing in commercial campaign, entertainment marketing on product is another fun thing for consumer to play with product that you purchase. Grolsch, Beer Company from Netherland makes funny campaign for consumer who bought Grolsch beer. After that open up the lid and touch a bottle with smart phone, tablet, or computer, movie of this campaign will unlock and show to you. This technique is using iBeacon technology that put beneath the lid and when consumers open the lid mean video will be unlock via Bluetooth technology.

Japan’s Glico makes entertainment marketing on product as well on Pretz, Colon, and Pocky. Inside of packaging will contain picture of the most popular cartoon Doraemon. Consumer can draw that cartoon before downloading specific application. The application will show like a camera that asking you to point at picture of Doraemon. After a few second, your Doraemon will come arrive to play with via the application camera.

The results of entertainment marketing in advertising campaign are as following:

1. Create incremental sales for your brand through entertainment campaign
2. Creating value added for your brand and product
3. Making a connection and relationship for consumer
4. Making beautiful brand image
5. Persuade customer to buy your product like actor and actress in story or I want to play
6. Making your campaign fun and enjoy for customer (make they enjoy to play and see your product everywhere)

Reference
One day I caught myself browsing books at the library, in search of suitable variables for my dissertation. A day before I met my statistics professor, who suggested me to find variables in order to correlate with the proposed personality types. Blurred from the array of books of familiar titles, I took rest on the movable small ladder that was strategically placed near the shelves. While continuing my search, I stumbled upon a book, Voila; it was the Adversity Quotient book that I have long forgotten. The book was not in its finest condition, but was sturdy enough to hold the pages.

I first heard about this other quotient when my psychologist-friend mentioned it to me way back when we were completing our master’s degrees. But during that time, IQ was the one in the spotlight because of the controversies surrounding it that debunk its claim to predict success. Many believed that one’s intelligence doesn’t count when it comes to projecting what lies ahead in the future. There have been incidences where atrocities, crimes and tragedies happened because of these individuals who we call as intellectually genius. So what then predicts success? It is Emotional Intelligence as claimed by Daniel Goleman. When it was the time of IQ to go down the drain, here’s the EQ coming up the ladder to claim its status to be the new superstar in predicting success. Goleman in his book Emotional Intelligence stressed that success lies on how a person handles his interpersonal relationship with others as well as his ability to understand circumstances and how he manages it to affect this behavior. This new concept has impressed millions; such that industries, companies, institutions and even individuals embraced this paradigm in order to direct themselves to the success that they have aspired for. I don’t argue though, because including me at that time, I was enamored by the promise this new quotient brings, thus as my take on the new scale I gathered these two together and have them as my variables in my master’s thesis. Interestingly I found in my study that highly intelligent people don’t mean they also are emotionally intelligent. Although, I should say that more than intellectual giftedness, EQ matters—and it really is!

But just like a kid sitting in a corner expectantly watching these two do their battles, the AQ slowly enters the scene, trying to make its presence felt in this success issue. But no one has really picked it up probably because it was not as promoted as the IQ and the EQ during their times. Admittedly, I also did not get interested with it until I got hold of the book and read it. And here’s what I found.

The Adversity Quotient Defined

AQ or the Adversity Quotient is the result of nineteen years of research and ten years of application by the author named Paul Stoltz. Stoltz, who engaged himself in researching about IQ and EQ found that what really matter in success
is the manner in which people deal with adversities in life. Adversities may refer to problems, obstacles, hardships, difficulties, and misfortunes that a person encounters, and it is his ability to withstand all these problems that make him move forward. Adversity quotient in other words is how a person manages the difficulties he encounters, and how he perseveres to overcome it to achieve success. Thomas Edison has said, “...in life adversity and resilience and fortitude to teach not just simply quit. The irony of this however, is that they often regret what they could have done in their lost years. As a result, they often feel bitter, distressed, and depressed, and they never have enjoyed life.

The Quitter, the Camper and the Climber
In describing the people who have the ability to endure hardships and reach success, Stoltz interestingly classified them into three types. He aptly termed these individuals as the Quitter, the Camper, and the Climber. It is the Climbers who he said live life fully.

Climbers are people who feel deep sense of purpose to themselves, and a passion for what they do. They know how to experience joy, enjoying every moment of their time and being, and taking life as a reward in itself. Just like what its name suggests, climbers are focused on their ascent towards the fulfillment of their dreams, although they take a rest for a moment if the climb becomes tough, but they never give up; they continue the climb until they reach the top.

Campers on the other hand are those who are comfortable with their lives. They move a bit to accomplish certain tasks but as soon as they realize that what they have is good enough, they stop and rest in their most comfortable dwelling. As the name claims it, when campers found a place to set up their camp, they usually focused on filling in their tents with goods that make their lives as comfortable as possible. They always carry the thought that life may not bring them everything that it could be, but for them, it is already good enough. Campers may have decent jobs with good pay and benefits, but their days of excitement, learning and growth have long gone.

Quitters by definition are leading compromised lives. They generally abandoned what they have set as their goals in life. By the name in itself, quitters are those who never have thought of trying out a climb. Before anything will happen, they just simply quit. The irony of this however, is that they often regret what they could have done in their lost years. As a result, they often feel bitter, distressed, and depressed, and they never have enjoyed life.

Warning! Steep Slopes Ahead!
It never has been mentioned that the climb is easy. But it was emphasized that it is always worth a try. Stoltz has explicated that when the climb becomes tough, take a step back and relax, gather your thoughts, conserve energy and look ahead to know how much climb it is needed for you to reach the top. But never give up. You may ask somebody to help you carry on, but bring them to carry you forward. It is important however to not forget to enjoy the journey. There is nothing more rewarding to reach the top knowing that you are happy on the way going up there.

It is already twenty minutes past eleven in the evening I have to submit this article as the deadline closes at twelve. It was a tough time, I should say. I started this article only a day before with many distractions preventing me from finishing it. I could have quit, but I chose not to. I could have camped out, and probably rest on the idea that I have submitted previous articles before and those were good enough. But I chose to climb. It was a difficult one because it usually takes me time to write an article to process it well. But I did it this time roughly in two days. So I proceeded the climb—finished the article, attached the file, clicked send. I did the climb.

References:
Sustainability mobility Transition in Sweden

Landscape:

At present, EU increasingly experiences a rise in the mobility demand. The EU’s matured automotive industry presents fierce competition, fully-exploited economies of scale and low profitability. Road traffic demand in Sweden has increased mainly due to the increasing households and population (particularly when people live longer they mostly live alone), increasing income (spent on travel and car ownership), participation of women in the labor force (increasing the commuter population) and increase in speed and convenience (Skinner et al, 2004). At the same time, there has been an ever-increasing concern on environmental problems (e.g. climate change, air pollution and resource depletion) in the society. A change in social attitudes and values is affected by widespread awareness of problems associated with transport and concerns about environmental issues. Hence, actors are encouraged to seek alternatives of mobility while cars are still the dominant socio-technical system within the transport domain.

Regime:

The practice of personal mobility has largely dependent on oil and car, and infrastructure, manufacturing, and consumer behaviors enforce this regime. For example, driving is associated not only with convenience but also with social values and identity. In Sweden, values are attached to cars (Nilsson and Küller, 2000). Also, public acceptance of road pricing among car owners decreases when it is perceived as limiting freedom. These psychological, technological and institutional dependencies results in a widespread resistance to radical change.

However, to respond to rising concerns on environmental issue, all major car firms have begun investing in more environmentally-friendly vehicle and fuel technologies during the last three decades (e.g. first in catalytic converters, three-way catalysts, and more recently alternative fuel and propulsion technologies). The reason was that the transport remains the most troublesome sector in terms of CO2 emissions. There has been an increase in CO2 emissions from transport sector over the past decades in Sweden.
For example, from 1990 to 2011, greenhouse gas emissions from road traffic increased about 6%. Transport sector was the largest contributor of greenhouse gas emission in 2011 in Sweden (33% shown in Figure)

As a result, transport policy is embracing sustainability as an aspiration. Transport policy focuses on safety, accessibility, social inclusion, and environmental impacts including a green tax reform from income to carbon emissions. Policies are centered on development and introduction of new technologies and moderate fuel tax.

### Niche development

**Radical vehicle technology**

In Sweden, political support for development of renewable fuels can be traced back to oil crisis in 1970s and Swedish transport sector has tried to achieve a reduction of dependence on oil by 2020. A series of policy supports have been given to renewable fuels for transport. For example, incentives directed toward carbon dioxide reduction supports the adoption of alternative technologies. Bio-fuels and Hybrid Electric Vehicles (HEV) are actively supported and benefit from lower taxes and local support schemes.

Availability of low-emission vehicles is also greater than before in Sweden, and diesel vehicles become more popular in Sweden (9% of licensed vehicles). For example, as shown in figure, the market share of diesel in 2012 was about 67% (ICCT, 2013). The market for alternative fuels and propulsion technologies has increased. For example, HEVs accounted for 0.2% in 2007, but it increased to 1.2% by 2012. Indeed, in terms of alternative fuels, Sweden has had a long period of niche experimentation, innovation, and development preceding a potential bio-fuels transition. This development was achieved based on collaborations among public transport actors, car manufacturing companies, refilling station owners and municipalities (Sandén and Jonasson, 2005).

**A shift from product to service**

In addition, a promotion of public transport has reduced car use in recent year such as through congestion charging policy. Also, car-leasing, car-sharing, and car-club make sustainable practice in transport sector more effective.

A recent example is Aygo introduced by Toyota. Toyota introduced Aygo solely as a subscription leasing service, marketing the car towards young consumers with urban lifestyles. The Aygo has lower carbon dioxide emissions than average European car (Toyota, 2006). The introduction of the Aygo concept has been a commercial success with 25% market share (Dahlström, 2006). Other highlights are car sharing and car clubs.

Such schemes indeed show rapid expansion in Sweden. Recent developments have established a range of transport service alternatives: ranging from ordinary full-service car rental to car sharing organizations with a high level of individual commitment for the shared car. Bilpooen.nu and Sunfleets are two online communities for car-sharing and car-leasing.

Furthermore, interesting is that novel technologies are more rapidly taken up within transport services, and more efficient cars utilized when cars are bought as a service compared with ownership. For example, an estimated 15–20% of rental cars are HEVs or alternative fuel cars in Sweden (26% in the Stockholm region), the two largest taxi companies in Stockholm have 10–15% HEVs or alternative fuel cars (89), and one of the two commercial car sharing schemes uses only cars labeled environmentally friendly. The goal of the Taxi sector is in Sweden was a 60% share of alternative cars in 2010.

More importantly, the establishment and participation of different kinds of associations/ institutions bridge the gap between niche and regime (such as Swedish Institute of Computer Science, Vitoria Institute, etc.). These organizations act as an interaction mechanism in collaboration with automotive industry, the public sector, R&D and local companies to achieve sustainable development and growth.

### Reference

- Chalmers Publication, Göteborg, Chalmers University of Technology, 2005
Most purchase decisions are made at the point of purchase. Additionally, such purchase decisions are usually done very quickly, as shoppers only spend a few seconds in front of the shelf before deciding to buy a specific brand. Consumers today have more choices than ever before. Therefore poorly displayed products in store shelves will result in consumers not considering them at all. So, why do consumers get attracted to a particular item? One would say it’s because of the product’s quality. However, the most common reason is due to the product’s visual attraction and the current running promotions. Under these circumstances, improving the packaging design along with an appealing sales promotion would make the brand to stand out from the crowd.

Why is Packaging So Key?

In today’s competitive market, you only have one chance to make a first impression. If the package is not immediately visually appealing to a customer, the product, no matter how
How to make the package noticed on shelf and stand out from the crowd of competing brands?

good, can end up languishing on a store shelf. No one is going to take any notice and will move onto the next item on the shelf. It is not surprising why many marketers and advertisers spend a great deal of time and effort to create clever, eye-catching and meaningful packaging designs.

How to make the package noticed on shelf and stand out from the crowd of competing brands? Here are some tips...

- **Size**
  When it comes to being noticed bigger is always better. Use a strong color and a large font for the brand name. Large size font generally attracts more consumer attention than small size.

- **Color**
  Color lifts stand-out when the body color is different from and brighter than other pack colors in the category.

- **Shape**
  Be a different shape. An unusual shape can call attention to itself.

- **Simplicity**
  Simple and clear package designs generate higher shelf stand out than their more cluttered counter parts.

**Premium: Reason to Pick a Brand**

Aside from a right packaging itself, sales promotion also helps a brand achieve higher stand-out on the shelf. Considering when the shoppers stand in the store aisle, looking at all the products on the shelves, how do they choose between brands? Perhaps the message, “Free Gift Inside,” jumps out at consumer from the brand’s package and grabs their attention. So, will the offer convince customers to buy the product? If the brand had chosen the right premium, there is a high probability it will.

Premiums are gifts or other special offers consumer receive when purchasing products. The premium may be free or offered to consumers for a significantly reduced price. Premiums are widely used to reward the consumers and also offer the consumer a compelling reason to pick a brand. They serve as a powerful means of differentiating the offer at the point-of-purchase where all the products are similar and the competition is at parity.
Basically, there are three basic types of premium:

**In-pack:** Premium is placed inside the package.

**On-pack:** Premium is attached to the product or product package in some way.

Both of in-pack and on-pack offer instant gratification to the consumer and are designed to work as incentives to purchase a product. The premium is often related to the product (i.e. razor with shaving cream or spices with recipe books) or it may be another product for consumer to sample. Beside differentiate the product at point of sale; in-pack and on-pack premium may increase usage by reminding the consumer of the brand. For example, recipe books may encourage use of specialty foods and other spices and coffee mug may provide reminders for a particular brand of coffee.

Manufacturers must be careful, however, because sometimes the on-pack premium will make the package bulky and difficult to stack on shelves, in which the retailer will not display it and the purpose of the premium will be defeated. Another disadvantage is that sometimes the on-pack premium will encourage theft.

**Near-pack:** Premium is not attached to the product but displayed close to the product or at the front end of the store. Near-pack may be used because a premium is too large or too inconvenient to attach to the regular product.

Near-pack can be used as sampling device and useful in getting trial for other products in a line. For example, many cosmetic brands offer a gift set of beauty products in smaller sizes to consumers who buy a certain product. Moreover, if the brand offers a series of premium, it can generate repeat purchases as consumers may buy multiple products to obtain the whole set. However, many retailers dislike near-pack premium, as they perceive that they can be a lot of trouble to stock and display. Some retailers may not display premium properly. In addition, near-pack may also sometimes compete with other products that the retailers sell or the premium may be stolen by retail staffs or by customers.

Next time you go grocery shopping; don’t forget to check yourself which brand you buy and why you choose that brand.

References:
- www.wpp.com/wpp/marketing/consumerinsights/shopper-decisions-made-in-store
- www.marketingmag.com.au
- http://books.google.co.th

Images:
- http://canigivemydog.com/cereal
- www.mrbreakfast.com/ucp/144_6866_ucp.jpg
- www.battlegrrip.com/?p=30758
Photovoltaics played a significant role in the shifting future sustainable power production in Germany.

By 2013, PV-generated power accounted for around 30 Twh (AGEB6), i.e., 5% of Germany's net electricity consumption. Overall, incumbent renewable energy (RE) accounted for 29% of net electricity consumption. The development of PV in Germany is oriented by a specific mission, long-term planning and substantive subsidies.

Photovoltaics is an innovation for electric power generation which has been dominated by incumbent actors traditionally. Subsidies have been given to incumbent energy technologies, which leads innovation slow-moving and incremental. Therefore, challenges and opportunities coexist during the development of PV.
Niche development

The photovoltaics effect was first discovered by the French physicist Alexandre Becquerel in 1839, and the first application came in 1950s, when the US government began to use solar cells on satellite. Grid-connected applications can be found as roof-top system, ground-mounted systems, or as systems integrated into house facades. Demonstration projects of PV to supply electricity to the grid were launched in 1990s, and grid-connected PV has rapidly developed since 1999 (IEA, 2005).

The schema for PV was set by R&D project with public grants and institutional actors when facing a growing public concerns over Chernobyl accident, environmental problems and climate change. Highly committed individual actors played a crucial role in the formation of PV advocacy coalition, and anti-nuclear power activists criticized a lack of reasonable alternatives for energy provision. Subsequently, the first move towards the formation of advocacy coalition supporting PV as an alternative of nuclear power was made by research groups and specialized departments. Afterwards, environmentally committed scientists, environmentalists, researchers formed a strong network to develop PV.

Remarkably, the first niche program so-called 1000-roof program was created starting in 1991 and ending in 1995. This program was a combination of demonstration and market stimulation program. Soft-loan was offered for private households who were interested to participate in the grid-connected PV experimentation. This program focused not only on electro-technical and physical test, but also on customers’ motives and social affiliations. A majority of participants declared environmental reasons as the main purpose to join this program. The 1000-roof program generated first experiences with grid-connected PV, and initiative can be a typical instrument of niche management.

Publicly funded R&D, 1000-roof program and the first feed-ins law resulted in the establishment of an initial PV knowledge base and the creation of an infant advocacy coalition consisting of scientists, an infant industry, interest group and highly committed environmentalists. Some of them appeared as first mover in the market such as first customer taking part in 1000 roof program. All these events fostered the niche development of PV from three aspects:

1) Public awareness of PV rose, and PV received legitimacy
2) Political support in the form of subsidies found broad approval in public opinion
3) A number of new and small firms took the first step towards the market.

Socio-technical Regime

Continuously, the PV industry was developing. Another market stimulation program, 100,000-roof program, was created in 1999. A soft loan with 10 years duration and 2 years of redemption were offered. In 2000, the Renewable Energy Law was passed, which set a fixed feed-in tariff of around 50 cents per kWh for 20 years, with a 5% decrease annually for installation after 2002. Innovation in PV was still supported by public research grants, and public grants were concentrated on network and regional cluster project. An innovation-friendly environment was created to support the development of local network.

In addition, a rising demand attracted small start-ups entered market after 2000 such as Q-Cell, Solon AG, Solar World AG, Sunways AG, Solar-Fabrik AG, etc. The booming industry symbolized a readiness of market expansion. Moreover, a higher capability of utilizing diverse production methods and establishing significant network among related industries has made PV industry differentiated. For example, German machine building industry has benefited from the emergence of PV industry, and German solar producers gained advantages from the expertise of the machine building industry as innovation in PV happen mainly through cost reductions in production processes. Furthermore, architects, craftsmen and electricians have adapted well to the new technology.

Additionally, some organizations act as intermediaries between niche and regime to promote development of environmental technology and clean energy such as BAUM (Bundesdeutsches Arbeitskreis für Umweltbewusstes Management). B.A.U.M., the Europe’s largest environment initiative, has organized various events to promote renewable energy, climate protection, green mobility, etc. Such a kind of network can bring chances to actors from niche and regime, lower production cost of renewable energy such as PV, improves energy efficiency and create market stimulation project.

In short, stable political and socio-economic conditions not only encourage private households to install PV power, but solid market also stimulates the production capacities for solar cell and modules. Efforts of all parties have made Germany far ahead of other industrialized countries such as its European neighbors.

Reference

• Fraunhofer ISE (2014). Recent fact about Photovoltaics in Germany
• Ristau, O.(1998). Die solare Standortfrage. Der technologische Wettstreit zwischen den USA,
• Sussex: SPRU Science Policy Research Unit.
Majority of consumers do have favorite brands in mind amid varied brand choices.
The reason consumers seem loyal and repurchase their favorite brands is due to the feelings generated by those brands. A positive consumer “brand experience” is the major attributing factor that creates good feelings towards a brand. According to Havas Media, the statistics shows that only 20% of the brands worldwide capable to make significant positive effect on people's well-being. Most Majority people worldwide would not care if more than 73% of brands disappeared. It can be seen that unique brand experience will help to position the brand in the consumers' minds.

What does the “brand experience” mean? According to the US-American consultant Marty Neumeier “Brand experience is all the interactions people have with a product, service, or organization; the raw material of a brand”— The Dictionary of Brand

"Brand experience" as described in the Journal of Marketing 2009 edition is as seen below:

"Brand experience is conceptualized as sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments.”— J. Jo ko Bra-kus, Bernd H. Schmitt, & Lia Zarantonello in 'Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? Every interaction between the consumer and the brand can create the "brand experience". Starting from the visit of a website or the physical store, the exploration of the advertising in media, and sharing the opinion in the social network are the "touch points" where the consumers can experience the brand with their five senses and cause any kind of response.

Businesses including retail sector are facing intense competition. Therefore priority lies in finding ways to win the consumers mind. The better retailers understand the consumers will enable them to easily connect with the consumers and enjoy success. The brand experience becomes more important for retailers to build the good relationship and impression with the consumers. The positive brand experience can be created by the physical stores (bricks and mortar estates) and other channels. However, a retail store is much more important than other touchpoints, as it is an opportunity for customers’ engagement with all their five senses.

Once the customers visit the retail store, they can experience the brand with sight, sound, smell, feeling, and even tastes. It is different from online channel, that the customers can experience the brand with only two senses (sight and sound).

When the customers have good brand experience, they will tend to stay longer in the store. They will feel good about their shopping and finally they will value the brand and become the loyal customers.

In addition, the good brand experience in the retail store helps the brand to improve sales and profit. There is evidence that slow music increased customers’ spending in supermarket. Nike found that introducing scent into their stores increased intention to purchase by 80%. Diageo showed that changes to the multi-sensory environment increased enjoyment of whisky by up to 20%. The Harvard Business Review also reported that those who haggled over the price of a car sitting in a hard chair offered 28% less than those in soft chairs.

In conclusion, creating good store environment is the good opportunity for the retailers to develop the brand experience. The attractive store design, good smell, nice music can influence customers experience with the brand. The result is not just only contribution to sales, but it is about what customers feel with the brand.

References

https://medium.com/brand-experience/whitepaper-the-future-of-retail-2710ec75f088

http://www.theguardian.com/media-network/media-network-blog/2013/aug/21/multi-sensory-retail-high-street

http://www.brandexperience.info/definitions

https://engagor.com/blog/what-you-need-to-know-about-why-brand-experience-is-everything

http://www.theoneoff.com/work/browse/project/crocs_flagship_store_crocs

http://blog.sketchbookinc.com/?tag=retail
“Thailand Only” Trend Vs.

Asean Trend

Asia consists of a number of unique countries, which have been researched to have different characteristics from the west.

Its importance and impact on global economy has grown drastically and is predicted to grow even more rapidly in the year 2050, based on Goldman Sach’s projection of the 20 largest economies in 2050. In figure 1, the USA had the largest economy back to the year 2007, with Japan on the 3rd rank and few Asian countries on the top 20. However, it is projected that, in 2050, China has the potential to be the biggest economy in the world, with many Asian countries in the top 20. Importantly, Thailand is projected to be on the 18th rank. With this great potential, it is essential for Thai marketer to understand Asian uniqueness, especially Thailand, and how to exploit them in order to advance in the global economy.

It was said by Dr. Suvit Maesincee, Sasin Institute for Global Affairs (SIGA) that Thailand is now in the process of democratizing progress. This is not meant only for politics, but also for many other marketing implications. In politics, we are turning from representative to participative democracy, as seen in our active participation in politics; even we are not in the parliament. In marketing sense, our consumption, marketing strategies, and innovation have been increasingly democratized. For consumption, attention has been turned from the top of the pyramid to the bottom of the pyramid. The poor has got more chance to improve their consumption. With this trend, the income distribution of many countries in Asia will change from the “pyramid” shape to “diamond” one, as shown in figure 2. Meaning that, in the future, there will be less poor, but more middle income group, according to the estimation in 2050 by the Hunger Project USA.

Next, for marketing strategies, we have been moving from product centric to people centric, where people get more chance to tell marketers what they want. Nowadays, consumers no longer simply consume. They are more participative. They question, compare, are empowered, connect, find alternatives, are impatient, and even sell their idea to marketers.

Last, for innovation, the idea has been turned away from the focus on intellectual property to the wisdom of the crowd, where several innovative ideas are derived from the customers.

Figure 1: Goldman Sach’s projection of the 20 Largest Economies in 2050 (Copyright of Intage (Thailand)}
According to Intage (Thailand), the four key common uniqueness of Asia includes:
1. The quest for modernity, ICT, like the west
2. Community and family-oriented with discipline and hierarchy
3. Collectivism: Relationship over objectives
4. Status- and Peer- concerned: Institute beyond individual
despite several similar unique characteristics among countries in Asia; we, Thailand, are still different from other Asian countries in many senses. These differences are driven by our value and culture.

As shown in Figure 3, research shows the relative prominence in Today’s value of different urban cities in Asia. These countries are positioned based on the two dimensions; ambitious-contended and striving-easy going. People in Bangkok are considered relatively easy-going and contended, while those in Shanghai are considered the most ambitious and striving among all. These research results from Intage on countries’ value can be concluded as follows (quoted from Intage (Thailand) presentation in the Marketing Day 2014):

1. Shanghai: independent, dynamic and ambitious
2. Delhi: ambitious but reserved. Education is their key to success.
5. Yangon: Easy going, yet ambitious. Ambition is their new fashion.
6. Phnom Penh: Ambitious, yet in an easy and slow pace (carefree)
7. Manila: Contended and easy-going. For them, “happy is the man who is contended”.
8. Bangkok: Easy and laid back

5S are what we may use to describe Thai people, including
- Saduak (convenience)
- Sabai (relax)
- Sanuk (Fun)
- Sathu (spiritual)
- Smile

To end this session, K. Dungjaitawin addressed the six key consumer trends in 2014-15 as follows:

1. Consumer search for instant alternatives: They rely more on social network to make their instant decision.
2. Mindful living: They do more meditation, and turn to peaceful activity
3. Consumers are vying for validation and status: People check-in, and participate in several activities (such as Ice-bucket challenge) to seek validation and status.
4. Consumers are shaping their time: They prefer managing their limited time with the use of social network and new mobile application.
5. Consumers are expecting authenticity: They expect marketer to be real with them. They are more aware of marketing tricks and bored of liars.
6. JOMO VS FOMO: The trend has turned from “Fear of Missing Out (FOMO)” to “Joy of Missing Out (JOMO)” They started to realize the vitality of the time that they overspent on social network. Thus, they are more willing to miss something online to live their offline lives.

As seen in most of the above trends, social media have played a very vital role in our lives. It is a new normal, but it is to be aware that social media marketing is not only about FB marketing. It is a lot larger than that. So, understand consumers in social media and digital era is not about “understanding technology”, rather, it about “understands their PSYCHOLOGY”. Marketers need to understand consumer’s motive in sharing, commenting, posting, or even liking us. Research from Intage (Thailand) has shown that the younger generation is more prone towards using “1 screen for all tasks”. People in Asia, especially Thai, prefer watching drama series or any entertainment programs anywhere, anytime, and with no interruption. This raises the importance of social network sites (Youtube for example) and such mobile devices as smart phone and tablets. To be successful in this digital era, marketers need to understand that content is important, but engagement is even more important. To ensure engaging real-time marketing, marketers need to be aware of their culture and value, authentically participate in their lives, and listen to their voice.
Customer Metrics for Marketers

Performance improvement expert H. James Harrington once said, "Measurement is the first step that leads to control and eventually to improvement."

For anyone who is trying to push his/her marketing effort to the next level, his words certainly ring true.

In this article, metrics that measure the performance of individual customer relationships are discussed. "Not all customers are the same", so attracting and retaining customers cannot be measured for management action purposes without understanding the differences between customers.

Here are some metrics which are very useful to measure and assess the value of customer, also to help the marketers for smart decisions. Marketers can understand fast changes when necessary, and find opportunities for different customer relationships.

1. Customer Retention Rate (CRR)

This is the ratio of the number of retained customers to the number at risk. Customer retention may be a performance measurement that most marketing managers dismiss or lack necessary insights to calculate. However, as marketing capabilities move deeper through the funnel to help improve customer loyalty, marketing, sales and customer service departments must share strategies and results. So CRR is recommended as the first metric that marketer should keep tracking.

CRR = (Original no. of customer – Lost customers) / Original no. of customers

Example: if you start the first month with 100 customers, and lose 40 of the original customers base, CRR would be: (100 – 40)/100 = 60%

**Do not include any new sales from this period of time.

2. Customer Acquisition Cost (CAC) or Cost of Customer Acquisition (COCA)

This represents the average cost to acquire a customer and is the total acquisition spending divided by the number of new customers acquired.

Total acquisition spending refers to total sales expenses and marketing cost – adding up all the programs or advertising spending, salaries, commissions and bonuses, and overhead spend to acquire customers in a time period.

Example: from the past year, a regional pest control service spent 1.4 million baht and acquired 64,800 new customers. Then your CAC is 1,400,000 / 64,800 = Bht. 21.60 per customer.

3. Customer lifetime value (CLV or LTV)

As we noted that customer profit (CP) is the difference between the revenues and costs associated with the customer relationship during a specified period. The central difference between CP and CLV is that CP measures the past and CLV looks forward. So CLV can be more useful in shaping managers’ decisions but more difficult to quantify because quantifying CLV involves forecasting future activity. CLV is the dollar value of a customer relationship based on the present value of the projected future cash flows from the customer relationship.

There are 2 formulas recommended as following:

3.1 CLV = (Avg. monthly Rev. per customer * Gross margin per customer) / Churn rate

Where:
Churn rate = 1 – CRR

3.2 CLV = GC * (r / 1 + d - r)

Where:
GC is yearly gross contribution per customer.

r is the yearly gross contribution per customer.
d is the yearly discount rate.

**Assume that contribution margin, retention rate, and discount rate are constant, and the company uses an infinite horizon timeframe when it calculates the present value of future cash flows.

Customer lifetime value has intuitive appeal as a marketing concept, because in theory it represents exactly how much each customer is worth in monetary terms, and therefore exactly how much a marketing department should be willing to spend to acquire each customer, especially in direct response marketing.
4. Ratio of Customer Lifetime Value to CAC (CLV:CAC)

Well-balanced business, CAC should be less than customer lifetime value or CLV:CAC ratio should be higher than 1X as you can see from Figure1. Higher ratio means your sales and marketing have a higher ROI.

Table 1: CLV calculation based on formula 3.1

<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Churn rate</td>
<td>10%</td>
<td>10%</td>
<td>4.5%</td>
</tr>
<tr>
<td>Average purchase per customer per year</td>
<td>$100,000</td>
<td>$105,000</td>
<td>$108,000</td>
</tr>
<tr>
<td>Gross margin</td>
<td>50%</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>CLV</td>
<td>312,500</td>
<td>525,000</td>
<td>1,200,000</td>
</tr>
</tbody>
</table>

Table 2: CLV calculation based on formula 3.1

<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Churn rate</td>
<td>10%</td>
<td>10%</td>
<td>4.5%</td>
</tr>
<tr>
<td>Average purchase per customer per year</td>
<td>$100,000</td>
<td>$105,000</td>
<td>$108,000</td>
</tr>
<tr>
<td>Gross margin</td>
<td>50%</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>CLV</td>
<td>312,500</td>
<td>525,000</td>
<td>1,200,000</td>
</tr>
<tr>
<td>CAC</td>
<td>350,000</td>
<td>370,000</td>
<td>400,000</td>
</tr>
<tr>
<td>CLV : CAC</td>
<td>0.89</td>
<td>1.42</td>
<td>3.00</td>
</tr>
</tbody>
</table>

Table2 show example of CLV:CAC ratio from year 1 to year 3. CAC looks at what resources your organization puts into landing new customers, while CLV examines the potential value that customers bring to your organization. So you can conclude from table2 that the company can spend their money more effective to reduce churn rate and get higher CLV:CAC ratio.

To use CLV:CAC ratio more effective, there are guidelines that you might find helpful:

- Ratio 1:1 means you lose money the more you sell.
- Ratio 3:1 or better is a good target.
- Ratio 4:1 or higher indicates a great business model, but in a competitive market you might be under-investing in sales and marketing.
- Aim to recover your CAC within 12 months; otherwise your business will require too much capital to grow.

Using these metrics to measure the company performance periodically, will make you be able to control and improve your marketing spending for the customer relationships more effective and be more competitive in the market.

Sources:

Image sources:
http://www.forentrepreneurs.com/start-up-killer/
at 12 December 2014
The Smart Big Belly

Big Belly is a solar powered rubbish compacting bin, which is widely used in public spaces such as parks, amusement parks, universities, etc.

In April 2014, 160 new Big Belly Solar compacting bins were placed in Hamburger streets (Photo by MOPO.de). In autumn 2014 the 5th generation of Big Belly Solar was introduced to market. The 5th generation of devices consists of integrated ashtray, GPS location tracking, a washable and replaceable plastic insert that can be inserting into the flap. The new generation of Big Belly Solar is widely seen in Ingolstadt where I have stayed.

At the first moment you may wonder what Big Belly is?

Well, Big Belly is a solar powered rubbish compacting bin, which is widely used in public spaces such as parks, amusement parks, universities, etc. Big Belly is manufactured by U.S. Company BigBelly Solar, and the bin was designed in Needham, Massachusetts by Seahorse Power.

Big Belly Solar holds a minimum of 606 liters, increasing to 800 liters of waste, which is up to 8 times greater than the average street. The compaction mechanism exerts 5.3 KN of force, which can increase the bin’s effective capacity by five. The compaction mechanism is chain-driven, using no hydraulic fluids. Big Belly Solar compactor consists of a solar panel, which powers of a 12v battery. This in turns provides the power for internal compactor.

Now you may wonder why Big Belly Solar is popular used in Germany. There are a number of advantages addressed by its clients such as saving money, increasing recycling, conserving fuel, reducing carbon footprint, lowering tipping fees, etc. However, personally I think its popularity derives from three main reasons as follows:

First, Big Belly Solar makes waste management efficient. Wireless technology enables untiess report their status into CLEAN dashboard (collection, logistics, efficiency and notification system) that gives waste management and administration insights for monitoring and route optimization. For example, the sensor will send a signal when the bin is 85% full. Besides, Big Belly Solar containers are robust. If required, the system can be completely locked.

Second, Big Belly Solar makes waste management effective. Big Belly Solar consists of LED lights with red, yellow and green color that inform current level to management. Operators can check the level on the PC or Smartphone. Additionally, Big Belly Solar is able to eliminate overflowing bin, weekend collections and birds/vermin scattering rubbish across streets, parks and campus as well.

Third, Big Belly Solar can reduce costs. Big Belly can reduce energy cost as it uses solar power for 100% of its energy needs. Big Belly also can reduce bin collection costs by up to and over 70% and street bin collections by an average 86% (average taken from installations with remote rural and heavy urban councils). In addition, each Big Belly can transmit a WIFI platform providing local council information and local retailer offers. There are no costs to the council associated with this service.

Sources:

• http://bigbelly.com
• www.bigbellsolar.co.uk
• www.bigbellsolar-deutschland.de
• www.mopo.de
• http://en.m.wikipedia.org/wiki/BigBelly
• Solar Compactors Make Mincemeat of Trash. All things Considered, NPR. July 17 2007
• Thinking Outside the bin. All things Considered. Waste Advantage Magazine, March 1, 2011.
Can reform restore Thailand’s Competitiveness

The economical growth of Thailand in the past 5 years had not been altogether satisfactory, according to official released report.

The average GDP growth rate has been less than 3% over the 5 years. The GDP growth rate of 2014 was less than 1% according to the deputy Prime Minister, H.E.M R Pridiyathorn Devakula (29th Jan, 2015). The prolonged political protests in the first half of 2014 resulted in negative growth, while the delay of setting up the Cabinet was responsible for slowing growth in the 3rd quarter. However Thailand’s economies of the last quarter of 2014 was likely to be increased to 2% which is a rather positive and promising sign to indicate that the country is moving forward slowly yet surely.

The country’s economic growth has not been altogether satisfactory over the past 6 years plagued by political conditions. The average growth rate was less than 3%.

Thailand’s private investment has declined due to the rise of labor cost as well as the shortage of labor, especially skilled labor. Exports have also slowed down since trading activities have shifted to other new ASEAN emerging countries, for instance, Vietnam and Indonesia as some of the Thailand’s industries are losing their competitiveness to their competitors from the countries mentioned as above.

In order to move Thailand’s economies forward, the Government has introduced few significant strategic policies to boost the country’s growth in the future.

First, the new investment promotion strategies starting from 1st Jan 2015 is aim to increase the country’s competitiveness in the world market. The government would provide more privileges and support to strategic and high potential industries, which compete based on high and clean technologies, innovation, efficiency and creativity. The Government has faith in such industries will provide a new platform for more sustainable economic growth as well as move up the value ladder of the country’s economy so that the products can be more differentiated in order to increase the country’s competitiveness in the world market.

Second, the Government has also approved a new taxation package to attract more companies to establish their International HQs (IHQs) and International Trading Companies (ITCs) in Thailand by not collecting income tax from dividends and capital gains from investments in overseas subsidiaries. Tax on income received from providing services to subsidiaries such as training services, treasury management services and procurement services will be exempted. Tax on profits from their products trading that were purchased from foreign sources and sold to foreign destinations will also be freed. Foreign companies that have production units in Thailand as well as it its neighboring countries can set up their regional IHQs in Thailand and enjoy the same tax benefits as the status of IHQs. Foreign trading companies may also apply for such tax benefits. Personal income tax on expatriate staff of the IHQs and ICTs is now reduced to 15% from 30%.

Third, the Government is to launch new industries that will better utilize existing natural resources in Thailand. Thailand has huge deposits of potash ore, eliminated at 400 billion tons which yet to be commercially exploited. Hence, the Government has begun to support potash mining by using the most advanced and clean technology. Another natural resource which Thailand has the largest reserve and yet to be better utilized is rubber. A potential Chinese investor been invited to set up a plant to produce tyres. The government will continue to look for natural resources that could be developed as additional industrial bases.

Lastly, the Government is promoting “Digital Economy” meanwhile the Government is planning to work with the private sector to develop hard infrastructure, such as, national broadband network, 4G wireless broadband services, national data center as well as increase the number of international internet gateway facilities. At the same time,
soft infrastructure including necessary laws and regulations related to cyber security, e-commerce and paperless public services will also be developed to enhance the confidence of private sectors in terms of online trading and any potential legal disputes.

By end of the 2016, the Government wants internet access to be made available to every single village in Thailand.

The four major strategic policies are aimed to improve the competitiveness which driven by the market, innovation and productivity of the country’s export sector in the long run and also add the dimension of overseas trading in order to speed up the country’s economy. The country is facing questions such as democracy, police reconciliation and so on as the country is shifting to the next gear, and however sustainable economic growth is vital to the social and political stability.

By reviewing Thai economy in recent years, it is rather easy to identify the shortcomings, for instance, it is volatile to external factors, growth slowing down, middle income trap and inequitable and unsustainable. The Government therefore introduced a new structure which consists of:
- Agriculture: towards agri-business, which is modern and commercial scale farming?
- Industry: focusing on tech-intensive, construction materials, petroleum and plastics, automobile and creative products
- Services: towards becoming a trading nation as well as tourism and creative services;
- More production from non-BMA major cities and border towns.

Another major factor that is slowing down Thailand’s economy boost is the shortage of a young workforce. According to data from World Bank, NSO and Census, to compare the workforce population aged between 15 to 65 among the countries of Thailand, Indonesia, Malaysia and the Philippines, the working age population will reach the peak by 2018, 2036, 2063 and 2077 respectively. The share of Thai aging population in a global scale is 7.8% in the year of 2010; it is estimated to reach 9.7% by 2030 and 16.8% by 2050. The Thai workforce needs more talent than it can readily access, with 95% of Thai organizations struggling to source the labor they need. However the majority of these organizations are also struggling with retaining talents. In addition to labor being scare, there is also a serious mismatch in the labor market as well the reductions of salaries by education level. Taking university educated employees average salary between the year of 2003 and 2013 as an example, the salary had been cut nearly half. In terms of labor productivity, Thailand is lagging behind. Thai employees productivity is only half comparing to Malaysians, 20% to Japanese while only 1/8 when it comes to Americans.

Thailand has been one of the most popular tourism destinations. Rather than celebrating record arrivals, (24,779,768(2014) 26,546,725(2013), Tourism Thailand), the country must shift its focus toward quality and sustainability of the tourism sector, with the world population aging fast. Thailand has to capture the elderly tourism as they have lower carbon footprint and higher per capita spending. Thailand’s share of tourists aged 65+ is 2.1% in 2007 and increased to 3.9% in 2011.

In order to create a healthier business climate and enhance Thailand’s competitiveness in the world market, corruption is a major aspect that the Government needs to target, said the Chairman of Thailand Anti-Corruption Organization, a private initiative. To promote fair competition is to implement clear and transparent policies to attract foreign investment. In the private sector, over 400 companies have signed the pledge not to engage in corruption and the Government has also announced that it will introduce more transparent policies and processes.

What makes Thailand lose its competitiveness in the world market? The panellists formed by Mr. Pramon Suthivong, Chairman of Anti-Corruption Organization of Thailand, Mrs Chantana Sukumonant, Advisor to Siam City Cement PCL, Mr Frank Krings, Chief Country Officer of Deutche Bank, came to the answers were: people’s attitude, education, government reformation and corruption. Mr Krings believed people should have forward looking attitude in terms of competition under the transparent set of rules, by embracing the inconvenience of competition, identifying differentiation and embracing mobility. Education has become the undeniable factor as of to inspire younger generation in this era. However many observers see differently.

Outlook in regard to the potential growth in Thailand, it is still quite discouraging, said Dr. Sutpa Amornvivat, the Chief Economist from Siam Commercial Bank.

In summary, Thailand enjoys competitive strength in the aspects of agriculture, manufacturing, tourism and food industries, its strong private sectors contributes up to 80% of the country’s GDP. On the other hand, the rising of manufacturing cost caused by low productivity and lack of innovation, labor shortage due to low population growth, aging population, and political insatiability are the factors affecting Thailand losing its competitiveness in the world market.

Source: This article was written from the seminar of international conference organized by The Nation Group under the topic of “Thailand, Moving Forward: Economic reforms under the interim government” on Thursday 29 January, 2015 at DusitThani Hotel.
Facebook Video for Marketing: A Non-Scientific Experiment

What is the best kind of video to post on Facebook? A Youtube video or a Facebook video? Using Facebook video or Youtube video depends on your intended audience.

There has been a dilemma faced in the past 1 to 2 years by marketers, as to what kind of video is the best type to post on Facebook. Recent reports show that Youtube videos have much less engagement, views, and “shares” on Facebook compared to an actual Facebook video (in which page admins directly upload their videos to Facebook instead of simply “posting and embedding” a Youtube video).

There are many theories as to why this is happening, one of which is that in a rumored effort to “tactically” beat Google and Youtube, Facebook is giving a much smaller “thumbnail” (video preview image) for Youtube videos compared to bonafide actual Facebook videos, especially for mobile users. See an example below, using AU Marketing Department’s show MKT Unplugged - Ep.1 Ajarn Bebe in Action:

Facebook Video Thumbnail on Facebook Mobile:
As you can see in the examples above for the exact same video, the Youtube video thumbnail preview image is much smaller, and most of the post’s area is composed of words and letters. On the other hand, the Facebook video thumbnail preview image is much larger with a much bigger “play symbol” (arrow icon) which invites users to click the video and watch. Some say this has resulted in Facebook video having much higher rates of “click and play,” which inevitably leads to more views and shares.

For our own experiment, I tracked the results of both these posts on the AU Marketing fanpage and compared the engagement. The findings were interesting:

Our Youtube video Statistics on Facebook Fanpage:

As we can see from the results above, the Facebook video not only had a much larger reach (9,600 vs. 2,500), but it also HAD 1,400% AS MANY SHARES (14 shares for Facebook video vs. 1 share for Youtube video). This is really phenomenal.

So does this mean that Facebook video is now the better way to share marketing videos online?

Not so fast. It may have a better quantity of reach, but how about quality? More specifically, how about the quality of the video itself? Despite much bigger reach of Facebook video, it still has much worse quality than Youtube video if the viewer doesn’t proactively click the tiny, hidden “HD” (high definition) button. Compare below the default quality of Youtube vs. Facebook video quality:

Default Quality of Our Youtube Video:

As you can see, the quality of the first video above (Youtube video) is significantly better.

Default Quality of Our Facebook Video:
Moreover, another important thing to consider is that people often “search” for videos on Youtube while people do not normally use the Facebook search function to search for videos. Normally, people only find a Facebook video on their newsfeed if it is shared by a friend on that friend’s Facebook timeline.

**Sources of Possible Error**

While interesting, the experiment done above cannot be fully conclusive with regard to engagement.

The two most obvious reasons are:

1. The two videos above were posted on different days of the week. The Youtube video was posted on a Thursday while our Facebook video was posted on a Saturday. Since social media users have different online behavior on different days of the week, this may have affected their frequency and type of engagement. However, it should be noted that many online experts ironically say that Thursday engagement (not Saturday) is normally better, which should have resulted in the opposite results.

2. The thumbnail preview images of the two videos (Youtube and Facebook videos) were not exactly the same images. This may have affected the motivation of users to click, view, like and/or share.

As a final note, using Facebook video or Youtube video depends on your intended audience. If you have primarily a Facebook audience who would not normally want to “search” for video for your topic, and who does not care much about video quality, then perhaps Facebook is a better place to upload your video directly. On the other hand, if you think your long term target audience is the type which would search for a topic related to your video online and/or is the type who is particular about video quality, then maybe uploading to Youtube is better.
Creative Ideas to Drive Customer Engagement

Not all customer engagement campaigns have been successfully run in the marketplace. Customer engagement is the strategy that has been adopted by marketers to drive the sales and create long term relationships with customers. However, the intense competitions in the market and the proliferation of the media make difficulties to enhance brand recalls and recognitions. Moreover, consumers also more concern on the selection of media and brand message they would perceive and interpret.

The engagement might begin with how customers interact with the media in receiving product information. One of the challenges for advertisers is to gain attention from the target audiences, especially for the non-profit organization that needs high attention from the donors. The advertising campaign that won an award in 2014, Misereor, a German relief organization, was a good example. Misereor had launched the advertising campaign through the use of the interactive posters in the airports of Hamburg and Amsterdam. People who have passed by the interactive poster can donate two Euros by swiping their credit cards through the ropes tying the hands of child in the Philippines or cut a slice of bread from a loaf for a family in Peru. The headline on the poster invites people to interact with the digital poster. The result of the campaign has shown the higher rate of donation than using the static poster. Watch the film and see how the donors have viewed the changing pictures on the interactive poster after they swiped the credit cards through the poster, at https://www.youtube.com/watch?v=ZcqsrRhmHo8o

Another creative idea is the "Pack-attack" campaign from Temptations cat treats that launched in January, 2015. The advertising campaign has run across outdoor, print and social media. The viral video features how the product packs have destroyed by fifteen cats, demonstrating that cats could not resist Temptations cat treats. People who watch the film will be invited to share their own ravages packs via the Facebook page. The main reason why people interact and have strong engagement with this brand is they would like to know whether their cats would attack the packs or not. When the owners see the reactions of their cats, this will confirm the quality of the products, in which human rarely test the real taste of cat treats, but cats are the real testimonial. See the campaign at: https://www.youtube.com/watch?v=leV-FnlU1rg.

Three posters are shown.
The global brand, of course, uses the customer engagement campaign to create the long term bonding with the brand. In January 2015, McDonald’s has launched “Pay with Loving” campaign. The customers who come to McDonald’s restaurants will be randomly selected to participate in the campaign. McDonald’s encourage the customers to show their love for free meal. For example, lunch could be paid for the call to a love one. The condition has been randomly selected for each customer. People can also participate this campaign online by sharing their love story and experiences among their love ones. See the campaign at: https://www.youtube.com/watch?v=iq2Sm2XGv_s#t=21

To conclude, creativity helps customer engagement campaign success. Apart from creating attention and boosting the sales, long term relationship would be strengthen as well. However, to design the customer engagement campaign, brand DNA or brand core value has to be considered along the creativity. For example, McDonald’s uses ‘love’ as the core brand value and also transfer this through all marketing activities including its customer engagement campaign ‘Pay with Loving’. Precisely, the more consistent of conveying the brand core value, the stronger the brand bonding and brand equity.
Gross National Happiness

The current article “Gross National Happiness” or “GNH” explores the likely influence in redistributing the income and opportunities equally across the world.

INTRODUCTION:

The bottom line of the previously posted KMS article titles “Flat World and its Concerns” was: half of the world’s population is located in low-income country (Low income countries had GNI per capita of US$ 1,026 or less) that substantiates that the world has not flattened in terms of opportunities and income distribution, while two-third of the world’s income is resting with triad economies (U.S., E.U., Japan).

It is neither a taboo nor unusual for nations to compete each other to enrich its wealth.

HAPPINESS AS A MEASUREMENT:

The current article “Gross National Happiness” or “GNH” explores the likely influence in redistributing the income and opportunities equally across the world. GNH in Bhutan is a concept that was articulated by the fourth King, Jigme Singye Wangchuck in 1971 when he made the now famous statement, “Gross National Happiness is more important than Gross National Product”. The small country of about 750,000 people is now taking GNH beyond an intellectual discourse and incorporating its values into its educational curriculum (Monitor, 2010).

IT’S IMPORTANCE AROUND THE WORLD:

In Britain, Prime Minister David Cameron has embraced the idea, and last year the government began asking survey respondents things like “Over all, how happy did you feel yesterday?” and “Overall, how satisfied are you with your life nowadays?” The British Economic and Social Research Council is also funding the U.S. panel’s $370,000 budget. In France, President Nicolas Sarkozy in 2008 launched a commission including two Nobel winners, Joseph Stiglitz and Amartya Sen, which opined that the “time is ripe for our measurement system to shift emphasis from measuring economic production to measuring people’s well-being.”(Farwell, 2012)

The idea of the government tallying personal feelings might seem frivolous – or impossibly difficult. For decades, after all, the world has gotten by with gauging a nation’s quality of life on the basis of its GDP, or gross domestic product, the sum of its economic output.

Currently countries such as Cuba and Bhutan chosen to follow gross national happiness that is measuring the actual satisfaction of people as opposed to traditional Western model of economic development. (Ricard, 2003), a scientist and Buddhist monk, explained that happiness is more than a mood or a transitory emotion, and there is more to happiness than the sensation of pleasure. It is “a deep sense of flourishing arising from an exceptionally healthy mind . . . an op-
timal state of being . . . a way of interpreting the world”.

HAPPINESS:

Government has a duty to ensure that its citizens can pursue happiness, but how policy may be better crafted to improve well-being and take responsibility for happiness rather than merely increasing economic growth. Happiness wears two faces: one that looks toward pleasure (hedonism), and one that looks toward well-being (eudaemonism). (Kaswan, 2010). Happiness is also political and there are different ways of understanding happiness.

IT’S ROLE IN CREATING AN EQUITABLE ECONOMY:

The governments in the world should outline its developmental goals, to create the conditions under which people can pursue happiness through sustainable and equitable economic development, conservation of the environment, the preservation and promotion of culture, and good governance.

Happiness research suggests that inequality of income does not have much of an effect on well-being and higher incomes do not bring greater happiness. Accumulating wealth in high-income countries causes the citizens to neglect the things that contribute to happiness (aside from genetic traits) such as “marriage, social relationships, employment, perceived health, religion, and the quality of government. Comparing well-being surveys from the end of World War II and rises in national average income had not increased the national happiness. (Amato, 2011).

CONCLUSION:

The bottom line is that measuring the other aspect of happiness, or experiential well being, poses logistical problems. It can be cumbersome and costly to track a person’s feelings across a day’s time. For example, when researchers have gauged this kind of well being, they have sometimes given subjects an electronic device. When signaled by the device, the subjects are required to report their activities and feelings. Other times researchers have asked people to record their feelings in diaries. Even if happiness can be measured accurately, some statisticians wonder whether it will reveal much more than the GDP figure does. After all, income and life satisfaction often appear to be closely correlated. “It was demonstrated that richer individuals are more satisfied with their lives, and that this finding holds across 140 countries” (Farwell, 2012). From an economic perspective, critics state that GNH depends on a series of subjective judgments about well-being, governments may be able to define GNH in a way that suits their interests.

Bibliography

Future growth: fishing for future growth

In 2013-2014 fiscal year, fish exports from Myanmar are falling far short of expectations (15 percent less) at $550 million compared to the prior year’s $650 million.

Irrawaddy Star Company* (iSc) had a humble beginning in 1993 in Myanmar (formerly known as Burma) with 5 full-time employees in a rented compound with a house where they processed fish on a small scale basis for export. The CEO/owner, Aye Myint and his younger brother, managing director, belong to the ethnic Chinese minority in Myanmar and speak Mandarin and English fluently. Aye Myint is an engineer by training and jumped into the business with his brother after working five years for a foreign company in Myanmar. They started their business through the connection of a relative working in the fishery sector in Singapore. Due to the consistent demand and strong connection with customers from Singapore, Malaysia and South Korea, iSc's business grew very fast within four years and flourished beyond their expectations. In 1997, iSc built a 10,000 square feet processing factory which also houses cold storage facility in Hlaing Thar Yar industrial estate, Yangon, Myanmar’s former capital, to meet the growing demand of the export market. Even though most of the fishery products in Myanmar are exported as raw materials, iSc produces semi-processed products based on the specifications of the customers. Initially, iSc exported frozen fishery products and imported fishing nets, fishery equipments and packing materials. In the late 1990s and early 2000, iSc acquired fish farming business and fishing vessels for a brief period. However, these businesses demand a lot of travel and time and require close monitoring to solve a wide range of problems. Hence, in 2004, iSc decided to pool all its resources and concentrate mainly on its core business, fishery processing and export. In 2009, the company employed more than 150 full time factory workers and 10 office workers, with annual sales of 8 million US dollars, exporting 80% of its productions to Southeast Asia, South Korea and the Middle East. However, the company faces a series of challenges in Myanmar and overseas markets. This case study illustrates market characteristics of Myanmar fisheries, export market conditions, challenges faced by iSc and how iSc overcame various dilemmas to maintain its business growth.

Myanmar has a coastline over 2800 km long and a total area of 500,000 hectares of swamps along the coast providing over one million tons of marine products a year[1]. Fisheries in Myanmar are classified into three categories as marine, inland and aquaculture fisheries employing about 3 million people[2]. Myanmar’s population of 58 million considers fishery products as essential in daily meals and the per capita consumption of fish was 43 kg in the fiscal year of 2008-2009[3]. Myanmar is exporting fishery products to 27 countries with the top export market being Singapore followed by China, Thailand, and Malaysia in 20093. According to 2005-2006 statistics, about 62% of the total fishery export volume passed through the border trade system[4]. The fishery sector generated the fourth largest source of foreign exchange earning during the last five years and was also the fourth largest contributor to the gross domestic product of Myanmar[5]. According to the Department of Fisheries in 2009 there were about 300 fishery exporters, 121 cold storage and processing plants, and 372 ice plants throughout Myanmar.

According to Aye Myint, Myanmar does not apply stringent environmental rules and regulations even though there are Myanmar fishery laws which are aimed at protecting and conserving the marine environment. However, Department of Fisheries reports that total fish production in Myanmar was 3542 metric tons in 2009 with nearly 10% increase from the previous year. Myanmar’s fishery market is a buyer’s market with multiple suppliers: there are a few large suppliers and numerous small suppliers. iSc has four main sources of fishery supply: 1) They have a long-time relationship with a few large suppliers who do wild catch of fisheries at coastal areas; 2) iSc also engages in bidding fisheries at the Jetty/pier. Once the company wins the bid, it allows iSc to buy them at a cheaper price and in abundance for three months of the as the fisheries come from all over Myanmar through coastal area, sea, inland and aquaculture. iSc has an opportunity to bid the seafood to buy at large quantity due to its large cold storage capacity and consistent demand from its customers; 3) iSc also buys fishery products available through aquaculture which is chosen depending on negotiation with the fish farmers who provide the logistics, and 4) iSc also buys them from numerous small suppliers on ad-hoc basis by choosing small suppliers, mostly based on the price level. Especially when buying from jetty and small suppliers, iSc has to be careful about some unethical practices such as injecting illegal substances into the prawns and fishery products to meet tent demand from its customers; 3) iSc also buys fishery products available through aquaculture which is chosen depending on negotiation with the fish farmers who provide the logistics, and 4) iSc also buys them from numerous small suppliers on ad-hoc basis by choosing small suppliers, mostly based on the price level. Especially when buying from jetty and small suppliers, iSc has to be careful about some unethical practices such as injecting illegal substances into the prawns and fishery products to meet the weight requirements. The same problems occur sometimes when buying from the large suppliers who consolidate fishery products from many small suppliers. Most Myanmar fishermen and fishery operators do not have enough facilities like catch-and-freeze storage onboard their ships to keep...
fish and prawns fresh when catching the fish at sea. Hence, among these sources of supply, the best quality comes from aquaculture due to its ability to monitor the quality of fishery.

Hidden Costs and Challenging Problems

Even though the cost of fishery products are relatively cheaper in Myanmar compared to neighboring countries, there are a lot of hidden costs in doing business in Myanmar. For example, there is a shortage of electricity supply (no 24 hour electricity supply). Hence, like any other companies with cold storage facilities, ISC has to spend a considerable amount of diesel oil cost (sometimes more than ten thousands of US dollars a month) to run the power generator as the company needs to maintain the cold storage temperature below – 30° C to prevent the fishery products from spoilage. In addition, telecommunication costs are also very expensive; when calling overseas, it costs about 1 US $ per minute. Moreover, the companies need to spend a considerable amount of money depending on the different positions of government officials to make all transactions smooth. Furthermore, trade sanctions, stringent quality control, and environmental rules and regulations imposed by the US and the European Union on Myanmar products force the ISC to make their products available via other countries and channels lengthening their distribution channel with additional costs. In the meantime, neighboring countries like Malaysia have better export quality of fishery products than Myanmar due to different chilling systems used in the domestic market. Currently, due to the Indian government’s ban on its fishery export, Indian exporters enter Bangladeshi markets through illegal channels thereby saving their tax payment. As a result, Indian fishery exporters with lower costs and become more price competitive compared to Myanmar fishery exporters to Bangladesh which is one of major trading partners of Myanmar.

Overcoming the Odds

In order to overcome the market challenges and sustain ISC’s growth, Aye Myint believes that product quality (freshness in particular) is the most important factor in dealing with customers followed by honesty, long term commitment and flexibility in business relationships. A low level of product quality could damage the relationship with foreign customers because if the Department of Fishery receives the customers’ complaints about the quality of fishery more than once, the company will be blacklisted and will never be allowed to export to foreign markets.

Moreover, to enhance the product quality of fishery products, ISC invites technicians and engineers specialized in refrigeration and cold storage facility from Taiwan and South Korea to upgrade its cold storage facility and to have compatible chilling system with other countries. An advanced and spacious cold storage facility (which was initially financed by ISC’s major customer in South Korea) has high investment and maintenance costs as well as operation costs due to increasing oil prices to run the power generator. However, it also offers a lot of merits: 1) ISC could buy the fishery products as much as the cold storage facility allows to meet customer demand, 2) a good cold storage facility could monitor and enhance the quality of frozen fishery products, 3) ISC could fully utilize the cold storage facility by renting the extra storage space to those fellow fishery exporters who need cold storage facility, and 4) the cold storage facility could be also used as a strategic tool in hedging against currency fluctuation as well as market price which tends to fluctuate a lot based on the demand and supply factors, seasonal factors, catching methods, the type of product and the level of product quality. When the market price drops or when there is low seasonal demand, ISC buys fishery products from their suppliers and stores them in the cold storage facility.

In addition, Aye Myint believes that the fluctuating currency may be due to some influential people manipulating the Myanmar exchange rates. Hence, it is essential for ISC to have a wide circle of social and business networks to share currency and market information. When the Myanmar kyat appreciates against the US$, the ISC will either postpone exporting the frozen fishery products considering the availability of storage capacity or negotiate with the customers to adjust the price level. Due to the long-term relationships with the customers who understand the challenges and difficulties of doing business in Myanmar, they often comply with the price negotiation. Similarly, when the customers have payment problems, ISC extends the credit to them.

If ISC needs fishery products to export to other countries, it can buy the fishery products from other exporters and suppliers. The same practice applies when other exporters receive an order which they could not fulfill. Aye Myint said there is a high degree of collaboration among fishery exporters to help each other out. The fishery exporters have their own networks of customers in different countries, and they rarely have direct competition among each other. This collaboration among themselves seems to be triggered by the sudden changes in government export-import rules and regulations, exchange rate fluctuation, and uncertain demand and supply factors. When having problems with export procedures, they make the Department of Fishery hear their concerns through their collaboration.

Aye Myint believes that maintaining the relationships with suppliers, fellow exporters, customers, employees and all parties involved is crucial for ISC’s success. He spends a considerable amount of time to entertain the guests from overseas who are customers, large suppliers, government officials, engineers and technicians for his cold storage facility. Thus, he refers himself as Chief Entertainment Officer (CEO). Being a family owned business, ISC creates a family atmosphere at the working place and Aye Myint does not spend his office hours in the meeting room. He rather enjoys his time walking around the factory, talking to the factory workers and even playing with them after their working hours. Hence, all the workers have easy access to their boss. Aye Myint’s extended family live in the same factory compound which is also shared by a dormitory accommodating about 50 workers (mostly female) while the rest of the workers live in nearby apartments outside the factory compound. This also allows ISC to ask its workers for working overtime during the high season of demand. Their overtime payment is calculated based on the number of containers exported to foreign markets motivating the workers to work harder.

Most evenings during low season of demand are usually joyful scenes as the children, nieces and nephews of Aye Myint and some factory workers play described their relationship with the factory workers as a parents-and-children relationship. He takes care of the workers’ welfare and medical expenses as well. They provide three meals a day for all employees. Every year Aye Myint arranges a party to entertain his employees in the factory compound by inviting
well-known singers and celebrities. ISC also organizes overseas vacation trips for office workers and vacation trips within Myanmar for factory workers. In addition, ISC sponsors its employees to participate in religious activities of their choice. Most factory workers are recruited through recommendations from current factory workers. There is a policy that if the workers have an argument or fight, both parties will be laid off without any investigation. Factory workers are generally happy, some of whom have been working with the company as long as 15 years. Employees are regularly recognized as “Employee of the month” in terms of their productivity and performance especially in cleaning and sorting the fish and prawns in conformity with food safety management system. 

Aye Myint comments that his workers are generally honest and sincere but not so efficient that they require intense training to be able to perform better. In addition, they also have to attend the training courses provided by the Department of Fishery regarding food safety and quality assurance earning the certificates. ISC also acquired ISO 17020 and ISO 17025 for inspection bodies and ISO 22000 in fish processing.

**Current Market situation**

In 2013-2014 fiscal year, Fish exports from Myanmar are falling far short of expectations (15 percent less) at $550 million compared to the prior year’s $650 million. The underlying causes are combination of many factors; lack of proper fishing equipment, lack of capital among fish farmers, increased domestic prices as well as poor transportation, electricity supply and inadequate banking system[6]. However, the companies in Myanmar have been recently allowed to export fishery products to 27 EU countries and currently 8 private companies meet the stringent requirements of EU to export their fishery products to the EU[7]. This is encouraging news for the fishery export sector which was primarily banned from exporting to EU countries.

Fortunately, ISC could maintain 5-10% growth for the last 10 years thanks to the commitment from overseas customers and a few large suppliers, and cold storage capacity together with regular cash flow. However, Aye Myint has grave concerns over the recent declining trend of fishery supply and export, intense competition from overseas competitors, currency fluctuation, and escalating hidden costs for the long term survival of his business. He is seriously thinking how to maintain his business growth and long term survival. He has a lot of options to consider:

- Should ISC engage in upstream business such as investment in fish farming and fishing vessel? This alternative will enhance the quality of fishery. But ISC did not have much luck in these fields 10 years ago or
- Should ISC consider domestic market expansion targeting hotels and restaurants? ISC has been supplying fishery products to two restaurants because the restaurant owners are Aye Myint’s friends or
- Should ISC diversify its business into a totally unrelated area in Myanmar? Or
- Should ISC look for new export markets?

Aye Myint believes he should prepare in advance before another wave of either global economic downturn or natural disaster or uncertain political climate hits the Myanmar economy. * Name of the company and CEO together with some company background information have been changed to maintain the confidentiality of the company.

**References:**

Possibility of Adopting the Philosophy of Sufficiency Economy in B2B Purchasing

On-going trends of responsibility, sustainability, and supply disruption, purchasing by following the Philosophy of Sufficiency Economy would be a rewarding tool for the business in Thailand to overcome potential difficulties in purchasing activities.

This article is the beginning of the author’s journey aimed at exploring the possibility of adopting the Philosophy of Sufficiency Economy in business-to-business (B2B) purchasing. In particular, the focus of the article will be on the application of the Philosophy of Sufficiency Economy by the company or organizational buyers in their purchasing of goods or services. To achieve the objective of this article, the article starts with the discussion on the overview of the Philosophy of Sufficiency Economy, followed by the analysis on the linkage between the philosophy and the B2B purchasing with the selected examples of the adaptation of the philosophy into purchasing practices, and the conclusion.

I: The Royal Initiative of the ‘Philosophy of Sufficiency Economy’

According to Chaipattana Foundation (2014), the Philosophy of Sufficiency Economy had been introduced in the 1970s during Thailand His Majesty The King’s speeches.

The philosophy, based on the fundamental principle of Thai culture, is a development approach on the three bases of moderation, prudence, and social immunity through the application under the conditions of knowledge and integrity as well as the intelligence and perseverance that results in the real happiness or progress of the organization.

On the national level, His Majesty emphasized on the importance of establishing a “good and stable foundation” in the basic economy prior to further progressive development aimed at expanding the industrial sector and the national economy. On a personal level, people can follow the middle path in order to implement the Philosophy of Sufficiency Economy with the realization of being honest and virtuous in their livings. In this article, the organizational level of purchasing would be considered and discussed from this philosophy’s perspectives.

The Philosophy of Sufficiency Economy and its three pillars are shown in Figure 1.

II: Philosophy of Sufficiency Economy and Purchasing

It has been widely supported that the Philosophy of Sufficiency Economy could be also implemented in business sector. In line with that fact, this article particularly focuses on the implementation of the philosophy in the purchasing function of the organization, which has been contributing in various aspects to the entire organization. This function has been chosen to relate to this philosophy because of its objectives of 7Rs. In other words, purchasing attempts to buy the right quality of the products, from the right source, at the right price, in the right quantity, with the right service, and to be delivered at the right time to the right place. With these, the three pillars of the philosophy can capture some purchasing decisions.

The ‘moderation’ pillar of the philosophy guides that purchasing must be performed at moderate level. Purchasing should buy goods and services at the reasonable price with the right quality. Purchasing should consider the total cost of ownership in order to satisfy the user needs for the right specification. Doing that would not hurt the relationship with users and suppliers. Purchasing should not pressure the suppliers to reduce prices so much that they could not make any reasonable profit. The
price negotiation should be based on informed cost analysis, cost data sharing, or value engineering techniques to ensure long-term relationship and supply assurance. This requires purchasing to involve users, suppliers, and other departments to collectively understand their needs and reduce risks of material shortage or ensure the ability to produce as procured. To support that, the organization of purchasing should be balanced between centralization and decentralization to guarantee user satisfaction and its competitive advantage secured from the structure.

Company can adopt the moderation pillar of Philosophy of Sufficiency Economy in purchasing or dealing with its suppliers. For example, Mitr Phol Sugar Corp., Ltd. operated its win-win business with the suppliers (sugarcane farmers) society and was concerned about its community surrounding the factory and employees by adhering to the principle “Co-existence, Co-prosperity or stability”. The Company conducted R&D to help farmers to increase and develop higher quality outputs. In addition, the company confirmed that this philosophy is consistent with Western business principles of SWOT analysis and risk management. Pranda Jewelry Public Company Limited tried to prevent the supply risk by adopting vertical integration or performing the role of supplier itself, given its core business competency. Thai URL.com Co., Ltd. prevented the supply risk by networking with other service partners and participating in relevant associations.

Moreover, purchasing should support suppliers to be able to deliver their materials in the right quality consistently by providing them knowledge and necessary resources. This can create the self-immunity system indirectly because the upstream quality would inevitably affect the downstream quality of supply.

In addition to those three pillars, purchasing must be carried out with the realization of two conditions including knowledge and integrity. In terms of knowledge, purchasing must try to acquire and develop supply market intelligence and knowledge regarding specification, quality standard, sources of supplies, finance and accounting used in making supplier selection decisions, etc.

In terms of integrity, purchasing must be honest, ethical, fair, and patient with its stakeholders and suppliers since purchasing must act as a key relationship builder between suppliers and users. It is greatly important that purchasing must treat all the suppliers’ information confidentially. With these two conditions, purchasing professionals would be able to work happily in absence of personal risk, reputation risk, and thereby reducing the organization risk.

III: Conclusion

The above discussion shows that there are many possibilities of applying the Philosophy of Sufficiency Economy into B2B purchasing and the possibilities go beyond for those big companies to include SMEs. Purchasers may consider reading this article as their preliminary guideline for sustainable purchasing. In the next article, the author might attempt to develop the conceptual model of sufficiency purchasing. In addition, several viewpoints on the Philosophy of Sufficiency Economy from foreign business professionals or scholars have been provided, but not yet included in this article. Therefore, those perspectives should be added in the next article. The author believes that under the on-going trends of responsibility, sustainability, and supply disruption, purchasing by following the Philosophy of Sufficiency Economy would be a rewarding tool for the business in Thailand to overcome potential difficulties in purchasing activities.

References


VIII. 8. Documents from the workshop (October, 2013):

What Is The Most Powerful Brand In Thailand?

Branding concept was originally created by farmers who branded their livestock’s such as cow, horse, pig etc., to identify and establish the rights of the owner.

The above-mentioned “Titled” question was hardly answered by my students during the January 2015 semester’s first lecture class while dealing the subject “Brand Building Strategy”. The correct answer was later informed to students who later were assigned with homework to investigate the reasons for successful brand sustainability and the underlying influencing factors. To tease readers, the answer to the question had been only hinted though not explicitly.

Branding concept was originally created by farmers who branded their livestock’s such as cow, horse, pig etc., to identify and establish the rights of the owner. The following YouTube link has graphic content.

https://www.youtube.com/watch?v=8aCHkeAJo4M

Each one of us being the citizen of a country was branded too. Now, let me give a hint to answer the titled question.

In the class, my students who later finished the assigned homework presented the reasons behind brand sustainability, common issues and the influencing based on the chosen brand. They also demonstrated the brand building strategies, brand implementation strategies. Some of the brands chosen by student’s include Youtube, 7-Eleven, Vertu, McDonald, Wendy’s, Harley-Davidson, Nike, BMW, and Levi’s. After examining the brand profiles and strategies, there was consensus on four of the following factors related to brand as follows:

1. PASSION:
   It is not the monetary profit, but self-actualized passion that endures a brand. To show off ideas, to share happiness, to contribute to society, to strengthen relationship, to help out of poverty, to entertain others, to be independent, and to serve and care are examples of passion. With passion, brands create superior (above average) quality products, put much more money and labor investment for the sake of their own self-satisfaction, not customers’ satisfaction. Attempt of hard work and focus with passion would pay off in long term as commercial profit. Whatever product that comes under the brands will be consequentially accepted due to experiences, beliefs and positive attitudes that people develop toward the brands.

2. ELUCIDATION:
   Continuously revealing the brand amongst the target audiences is one of common issues in brand building strategy, and it poses the utmost importance. The most powerful brand in Thailand is the best example of this issue due to its planned and controlled messages in media. Publicity in the form of news is perceived to be the most reliable method of communication. Emotional appeal of advertising is one of the popular creative styles used to convince and get into the heart of the audiences. If the messages are delivered continuously during prime time TV programs such as in newscasts, the brand will soon to get its share of heart from the ardent viewers.

ASSOCIATION:
   Successful brands are usually widely accepted by the public, and other brands will then create strategic association into it. Either to associate or to be associated is a sign of having brand equity. The most powerful brand in Thailand has been asked by other big brands for association, and only qualified brands have since received approval. Co-branding of Vertu and Bentley in my student’s presentation confirms this issue. Brands are careful to consider being associated with other brands especially if it is the more powerful brand in the land.


4. KING OF A KIND OWNERSHIP:
   Most of the popular brands belong to the king of a country; the king of a market such as the market leader; the king of an industry or what we call as the pioneers; the king of an idea such as the opinion leaders; or they belong to any other kind of a kind. The higher the status of the owner as the king or the leader, the more powerful the brand will become. People have higher tendency to accept brands from the upper class. This is shown by the selection of brands that my students chose to present. Seven of which are American brands and two are European brands. Country of origin is one of the important factors in creating a popular brand. Thus, in order to be the PEAK among the brands, these are the issues that brand managers have to be concerned about. Again, may I ask you the question—what is the most powerful brand in Thailand? If your answer is correct, I would like to suggest you to analyze the strategies that the brand has implemented for many decades until now in order to be sustainable. Modify and apply those strategies to your brand and see your brand flourish.
Introduction to the Metrics for Content Marketing

Recently, content marketing has become much more prominent, especially where digital and online marketing is concerned.

What is content marketing?

The phrase “content marketing” was used as early as 1996, when John F. Oppedahl led a roundtable for journalists at the American Society for Newspaper Editors. In 1998, Jerrell Jimerson held the title of “director of online and content marketing” at Netscape. In 1999, author Jeff Cannon wrote, “In content marketing, content is created to provide consumers with the information they seek.”

Recently, content marketing has become much more prominent, especially where digital and online marketing is concerned. Keith Koons stated in 2015 that “the addition of smartphones in modern society guarantees that content marketing will become more important than all other mediums combined.”

Content marketing consists of two parts:

1. Content Creation: Creating content that is valuable to your audience in the forms of articles, eBooks, white papers, visuals, video, infographics, slideshows etc.
2. Content Distribution: The process of sharing original content with your audience through different online and offline channels like social media, e-mail marketing, through your blog, in print ad or wherever else your audience is active and the content is appropriate for that platform.

Once you’ve done that and created content that you think will drive the desired actions, you can start measuring the efficacy of your content program.

Content cannot be measured with a single metric, because no one data point can successfully or satisfactorily tell you whether your program is working. Instead, you need to create an array of metrics that are selected from four primary buckets:

1. Consumption Metrics
   - There are some basic content consumption metrics such as:
     - Page views: these can be measured with web analytics platform such as Google Analytics, Webtrends, etc. and in some case by the proprietary analytics tools of specific channels.
     - Video views: you can get it from your video hosting platforms like YouTube.
     - Document views: this is typically used for online presentations or eBooks and white papers that are shared with platform such as slideshare, Scribd for example. The service provider will collect the data for you.
     - Downloads: you can use analytics program to measure how many visitors have downloaded your white paper or eBook.

2. Sharing Metrics
   - When you have relevant and engaging content, people will share it. This way the reach of the content is extended organically. It is part of what we could
call the ‘new link building’ with a personal and additional social dimension.

There are some content sharing metrics you can measure:

1. Likes, shares, tweets, retweets: these are classic social sharing metrics use in social media.
2. Inbound links: this is an indicator of how your content gets spread and shared. You need to define how many other sites are linking to your content.

Just like consumption metrics, it is just an indication that your content is relevant and share-worthy for your audiences and their audiences, but number of your fan page or social share does not bring you revenue.

3. Lead Generation Metrics
Whether you require registration before allowing people to read/watch/download your content or whether you’re measuring leads generated after content is consumed, this is where we start determining whether the content marketing effort is making financial sense.

Some lead generation metrics and indicators you can easily measure:

1. Filled out contact forms: the company may use contact form tools or marketing automation software, and use web analytics or software to collect the data.
2. Subscriptions and registrations: similar to the contact forms.
3. RSS subscribers: you can use RSS feeds to identify prospects. This is more an indication of people liking your content.

4. Blog comments and social: this metric is good for community purposes and interaction.

4. Sales Metrics
Depending on your organization, the integration of marketing and customer platforms and the way you have closed the gap between marketing and sales this can be easy or difficult. If you sell online, it’s obviously easier than in the case of other sales channels. When you sell online, using your multi-channel reports in Google Analytics, for instance, will give you a clear goal on which tactics worked best for conversions and actual sales.

In the case of offline sales and more complex buying journeys, you need to have more tools and processes to be able to attribute the buy (or conversion). If you use content marketing as a way to improve branding you need to gauge the impact of your content marketing efforts on branding and the impact of branding on sales.

Actually, there are many more metrics that you can use to measure the effectiveness of your content marketing. Most businesses have their own approach and objectives. You need to measure the right things and try to link the right content marketing metrics for your own use. Don’t forget that your CEO does not care about the number of blog readers, shares, page views, subscriptions. They care about revenue and profit. So ROI of your content marketing is important and you need to prove it’s worth the money.

Sources:
http://en.wikipedia.org/wiki/Content_marketing#cite_note-11
http://files.asne.org/kiosk/editor/june/doyle.htm
http://contentmarketinginstitute.com/what-is-content-marketing/
http://www.i-scoop.eu/content-marketing/measuring-return-roi-content-marketing/

Image sources:
http://www.convinceandconvert.com/content-marketing/the-4-types-of-content-metrics-that-matter/
The Power of Brand Equity

A brand is a name or symbol used to identify the source of a product.

Brand Equity:
A brand is a name or symbol used to identify the source of a product. When developing a new product, branding is an important decision. The brand that is well recognized adds significant value to the product and can create positive associations inside the consumers’ minds. This value is referred to as the “brand equity”.

A brand comprises a range of distinctive features that makes it different from others. These features may be the name, logo, term, symbol and other related creative elements, which are gleaned from various advertising campaigns, product packaging and other marketing communication tools. A brand embodies a certain promise, and this promise is important as it immensely influences consumers’ product choices. The quality, performance and other dimensions of value should live up as to the expectations of the consumers otherwise it will lead to vehement dissatisfaction. Thus, developing brand equity to the brand is an essential marketing undertaking. As author Lisa Wood said, “In consumer marketing, brands often provide the primary points of differentiation between competitive offerings, and as such they can be critical to the success of companies.”

Say for instance, you may want to buy a heater to keep you warm or magazine to read, but the critical question is—what heater to buy or which magazine to choose? Products are not purchased to meet a single need; a whole range of factors make up the product concept. In order to communicate these factors to customers, organizations use branding to help consumers identify the products they want. When consumers view a brand, it is important that they associate it with a range of features, benefits and services that meet their requirements.

The core product is the tangible product which provides the benefits that consumers seek when they use the product. These elements are at the heart of the branding process.

Positioning also involves developing brand equity as well as features of marketing mix such as ‘product’ and ‘pricing’, which takes into account consumers thought and perceptions. At the same time, the positioning process provides products with key advantages over other competitors in each segment.

A company with strong brand equity is also positioned for long-term success because consumers are more likely to forgive bumps in the road when they have deep emotional connections and loyalties to a brand.

Brands with power and value in the marketplace are often said to have high brand equity. This is usually accomplished by the company expanding their brands, or creating a family branding strategy than individual branding. This is helpful as family branding leverages the equity accumulated in the core brand as well as it reduces costs, and maximizing profits.

Brand equity is the value that the brand generates based on consumers’ acceptance to pay corresponding price to the product that they believe will give them the right benefits and use. If consumers put their trust to the brand, and accept it as relevant to them, they may choose such an offering over the competitors regardless of the price. Nowadays, customers are smart, and they seek for authentic products that come in with value and integrity, thus creating brand equity is essential. Brand equity is more than a marque—it represents the products overall image. It is one way of saying that product has superior features and it therefore profitable for the company. As such, take this advice: if you want your product to be superior in the market, carefully think of the brand name, logo and other important features, and make it outstanding in consumers’ mind. Then, work on to implore value to the brand by raising its brand equity to the highest possible level. This surely will attribute to attain success in no time.

References:
http://www.text/html.charset
http://www.brandchannel.com
http://www.netmba.com
http://www.marketresearch.about.com
Image sources:
Growing Brand Affinity Enhanced by Social Media

Recently, most brands are becoming less distinct in the marketplace due to intense competition and continuous brand extensions.

Importances of building brand loyalty are realized by businesses. We want customers to come back and buy more products. Specifically, we want to build an emotional connection with them and turning into brand affinity.

To be competitive, company should focus on enhancing long-term relationship rather than implementing rapid promotional strategies. Lately, social media seemed to be popular online activity using to develop relationship with customers. Online communication can create more opportunity for business to get in touch with their customers in the digital world. Finally, business can employ and connect their brand with consumers in a meaningful way.

Brand affinity is focused on emotional tie with customer. Specifically, brand affinity refers to how can business and customer have made an emotional connection based on brand. In the beginning of building brand affinity, business needs to listen to online communities to hear what customers are discussing about your brand. Then, try to interact with customer based on a personal level. Taking a better understanding of customer’s concerns will help to provide more effective way in handled any online complaints, to increase level of customer services and to improve customer’s perceptions of your brand. In addition, brand needs to have clear identity, based on who we are, what and why we do it. This will help to differentiate your brand from others. There are three more significant reasons why social media can enhance brand affinity. Firstly, social media can use to create and maintain relationship. Research Company revealed that 74% of marketers worldwide consider Facebook crucial for their strategies. Moreover, it is easier for a business/brand to penetrate the market via enormous users in online community. It is also important for business to maintain a relationship with their customer via just one or two post each day. Secondly, social media can use to simplify content sharing. It is important for a business/brand to create and deliver information with keywords relative to a brand’s identity in order to optimize search engine results and increase online visibility. This strategy can enhance a brand’s presence. Finally, social media can differentiate brand from the rest of the marketplace. A business’s social media should focus on its objectives in order to avoid confusion. On the other hand, a brand can develop its own online personality and differentiate itself from other competitors.

Thomas Burberry, founder of Burberry, started the company because he was unsatisfied with the quality of existing rain clothes. To make a high quality product, he developed a fabric focusing on more comfort, water-proof and resistance. Later, this brand expands to other areas such as producing luggage and other goods.

During 2000, Burberry has been all the way through some crisis when the consumers were looking for best prices or more popular brands. In 2001, the company invested a lot in advertising, art direction and design and wanted to compete with Gucci and Dior. Then, the company started to use famous celebrities such as Kate Moss in advertising campaigns. Emma Watson was also one of the most recent choices for the company to increase value of the brand. The company implemented social media based on the official website of the brand. This strategy helps to increase reach and engagement around key brand events and lead position in the luxury sector on social media. The
company was not just only doubling Facebook fans but also YouTube views and the followers on Twitter. Afterward, this brand can engage and connect with consumers globally.

Currently, Burberry is one the most successful business in online environment via creating applications, sending updates about products and promotions in Twitter or Facebook, showing Fashion Shows in real time in the website of Facebook. Specifically, the goal of the company is to attract more consumers with new methods to see/view products and to provide the users more possibility to interact with the company.

There were several successful campaigns such as Burberry Body and Art of the Trench. The company also worked with Google to allow people capturing their kisses with their touch screen device, adding a personalized message and send to friends across the world. This YouTube video has already viewed by more than half a million views within three months after the campaign launched.

Reference:
http://snaptrends.com/3-reasons-why-social-media-enhances-brand-affinity/
http://www.c3centricity.com/blog/building-brand-affinity/#sthash.TA8XjnYF.dpuf
https://www.ama.org/publications/eNewsletters/MarketingInsightsNewsletter/Pages/apple-versus-samsung.aspx
http://itsocialmedia.com/case-study-burberry/