# MARKETING PORTFOLIO

## SAMPLES OF CONTENT FOR EXECUTIVE SUMMARIES

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*Courtesy of David P. Green*
Product Creation for Mktg. 401: Professional Selling

Executive Summary

for

Slim Shot, Party Powder

Selling is the engine of our economy. It is important to all industries. Creating a marketable product takes hard work, dedication, and a lot of time. Reliable research is crucial when undertaking a new product. Research needs to be done to understand the elements that affect a consumer product. Finding the right consumer segment is also very important. This is where good research skills come in handy. When the correct segment is isolated, it will produce the most revenue for the product.

This project was a fun experience because it took all the elements of the real world into account. I learned that a solid presentation that gets a clear and concise point across can be more important than a lengthy report. This project was graded on how well we presented our theoretical product. All the research and analysis was geared towards the final presentation. There was no need to turn in a written report because we were graded on how we presented our product. My professor believed that since this was how the real world operates, so should our professional selling class. My team’s goal was to deliver a solid presentation on our product with respects to our target market, competition, opportunities, threats, and weaknesses.

Prior to inventing our product, we analyzed our audience. We needed to make our product congruent with our audience. This audience consisted of college students in class. Our group wanted to appeal to their likes so we created Slim Shot, Party Powder. Our product was a sugar free drink mix that could be added to vodka club soda to create any flavor of alcoholic drink. This ranged from Long Island Ice Teas to Margaritas.

The research methods used in this project can be applied to the real world. I conducted both primary and secondary data collection. Primary data collection was done by creating a ten question survey and administering it to potential customers. This was a great learning experience in gathering and inputting data. I gathered data by foot, conducting my survey in bars and grocery stores. There were a couple problems that occurred by collecting data in this manner. The sample was not perfectly random because I used a cluster sampling technique. The results did suggest that people were interested into our product. The rate at which people would purchase the product was high at 64%. We also conducted an online survey through survey monkey. This provided me with online marketing skills that I will be able to take with me once I graduate.

Secondary data collection is a strong skill I learned throughout my collegiate career and used extensively during this project. What we thought our original target
market should have been was far off of what the research suggested our target market should be. I used MRI Plus to gather data on different demographics. Through this program I was able to utilize thousands of data bases based on consumer products. These data bases gave tables on the demographics of consumer products and services. I learned that our product could be applied to ages 21-54. This range was larger than expected. Using the different methods of sorting the data, we compiled a comprehensive description of our target demographic. The segment that we isolated was focused on white women between the ages of 21-34. This was obtained through MRI Plus databases using index levels. The index levels indicated the likeliness to use a product. This segment showed an above average likeliness to use a product like ours.

This project was a success because it taught me the importance of research and presentation skills. My group carefully planned out how to present our product to the class. We presented our product, research and recommendations in a PowerPoint presentation. This was most effective because we were able to integrate charts and graphs to illustrate the opportunities our product presented. To create a real world situation, the class acted as an "angel investor". An angel investor is a venture capitalist that invests in the initial start up for products our services. We were able to convince the class to invest in our product because of the opportunities our product presented. Overall, I learned that in depth research and a strong presentation is invaluable in business.
Rebrand Mktg. 405: Integrated Brand Promotions

Executive Summary

for

Balboa Island

For this project, I learned the key elements of executing clear and concise communication. This is most important when promoting a brand. Taken from my professor Matt Lancellotti; Integrated Brand Promotion (IBP) is the careful integration and coordination of communications channels to deliver a clear, consistent, and compelling message about the organization and its product or service. The focus of IBP is a consistent message across all media channels.

Rebranding is the technique used to find a new market for an existing product. In a market that is continuously evolving, this technique can be very useful. To successfully rebrand a product or service; one must know all the elements that are important to that product or service as it is in the present. This takes extensive research to understand the original brand, the market, and its consumers.

A successful rebrand of a product or service can be defined by the brand being in a better position, it terms of the market, than it was previously at. There are many issues that come up when a rebranding project is undertaken. The first hand experience of this project made this clear very clear to me. When choosing a product or service to rebrand, Balboa Island was not first on the list. Sony’s PSP was our first failed idea. I learned a lot from this failure. By researching this product, I concluded that the market was too set to rebrand the PSP. I showed my findings to my group with the idea of rebranding Balboa Island. With a carefully worded argument, we decided that the PSP was unfeasible and changed to Balboa Island. This gave me the confidence in my research skills, my analytical skills, and confidence in my communication skills.

Balboa Island is located on the peninsula in Newport Beach, Ca. We rebranded the service that Balboa offers. This service is a mix of tourism and local beach goers. Understanding how the service is initially is the start to a rebranding project. Balboa is geared towards middle to high income families. The problem is that the attractions are starting to become run down. This was the key that inspired me to choose this service.

To understand our target market, we used MRI Plus, Factiva, and Proquest as secondary research tools. These tools were used to estimate the size of our market. Orange, San Diego, and LA counties were used as our part of our target market. To understand the consumer in these areas, I used Lifestyle analysis. Lifestyle analysis is a term used to describe how a person lives their life. This includes their hobbies, marital status, income and many other elements.
The current market consisted of many different lifestyle segments. These segments contained similar characteristics. They consisted of an older demographic that had money and a family. This is due to the nature of Newport Beach. This area attracts wealthy people due to the beauty and prestige of southern California. It is also a great area to raise kids in due to low crime rates. By understanding the current demographic of Balboa, we now could rebrand this area and target a new market.

This project was done in a group setting. There was not a written report due, but there were three different PowerPoint presentations. Each of these was a step in the rebranding process. First we defined the original market and developed our rebranding ideas. Second we created the promotional support to our rebranded service. Third we had to develop our media strategy. The step by step nature of this project taught me that it is necessary to take things one at a time.

Rebranding a product or a service is a long term commitment. This entails reconfiguring the target market with a new consistent message. To convey an effective message to a new target can take time. This is why developing a successful media strategy is important. The goal is to reach the maximum number of consumers in the least time possible.

My group’s idea was to rebrand Balboa towards a younger demographic. This could be done by updating the area’s night life and attractions. The fun of this project was creating and offering a new theoretical service to a new target market. The hard part was to make it fit into a real world setting. Despite the fun in revamping Balboa to a fun night life place, it did not fit with the current segment. We had to compromise with residents that lived in the area and with the market we were trying to target. Our rebrand could not make the residents upset, yet it still had to appeal to the younger generation.

The presentations were set up as if we were pitching the idea to either investors or top management of a company. My fellow class mates played the parts of investors and managers. We presented our ideas for fifteen minutes. This unleashed a slew of questions. The question and answer portion of our presentation took nearly twice as long as the original presentation. Since the original idea was brewed from my research, I answered a majority of the questions. This was a great experience because it taught me to think on my feet. In the end, our presentation went over well and the idea was a hit.

This project gave me the knowledge and emphasized the importance of a clear and consistent message. To do this, the target has to be meticulous researched and understood. This is the greatest lesson that I came away from this project. I feel that I created new research and presentation skills over the course of this project.
I ran an online marketing campaign for Rainbow Reality. The company is a realtor that emphasis on senior living and makes most of its sales through Leisure World in Laguna Hills. We ran a campaign with a real budget, real goals, and real results for them. This was done by using Google Ad words.

The concept behind Google Ad words is important to know. This is because of the transition towards online media. Advertising on the internet was primitive at first, but Google brought online advertising to the twenty-first century. The concept behind this promotional method is to have companies bid for words that describe their company and their business. The bidding process is as ancient as old time auctions. The highest bid is set as the price per click to use a word. Every time that word is clicked on the Google search engine, the company is charged that price. The advantage of this type of promotion is that the consumer is looking for the product. This is a pull technique compared to a push. The cost is relatively low per word, but the volume of clicks is where money is made.

This project was the first marketing campaign I have ever conducted. Our budget was two hundred dollars, and we had three weeks to promote Rainbow Reality. We had to first learn how the Google Ad words process worked. Then we had to come up with our ad words. There is a lot of strategy when it comes to creating ad words. Words that are popular cost the most due to they have the highest amount of bids. For us, words like “reality” were very expensive. We took advantage of Rainbow’s Niche target market being primarily geared towards Leisure World. We bid on words like “senior living” and “Leisure World” and these were low cost per click words. We were able to use these words and increase exposure to the Rainbow Reality website.

Our campaign was a success. We set a goals based on “clicks” and “impressions”. A click is when someone clicks on our link though Google to visit the website. An impression is the total times our links came up through the Google search engine. Our campaign’s goals were one-hundred clicks and one-thousand impressions. We achieved these benchmarks with one-hundred ten clicks and over ninety thousand impressions.

This was an important project because it was in a real world. We created an account through Google Ad words, ran a budget, and achieved our goals. This is what is expected by employers when they hire an outside marketing firm. This is what was expected from us in class. We presented on our campaigns results with both our client and the class.
Below are the results from our campaign:

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
<td>Clicks</td>
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</tr>
<tr>
<td>Impressions</td>
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<tr>
<td>Avg. CPM</td>
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<td>Conversion Rate</td>
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<tr>
<td>Cost per Conversion</td>
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</tr>
<tr>
<td>Total Conversions</td>
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</tr>
</tbody>
</table>
Mktg. 379: Marketing Research Methods

Executive Summary

for

Kroger, Private Label

During this project, I was employed by the company Daymon Worldwide and worked with the Kroger Division. I was a retail representative in charge for merchandising Kroger’s private label. My job entailed working in Ralphs and Food 4 Less grocery stores. By undertaking this project I gained a competitive advantage to this industry. Through primary and secondary research, I gathered a deeper understanding of the grocery industry and the marketing of private label products.

The class was dedicated to understanding different research methods. I utilized different researching methods to gather data on Kroger’s private label. These methods included collecting both primary and secondary data. Primary data was collected through personal interviews of Daymon business managers. Each of these managers was responsible for different grocery categories. I also created a questionnaire that rated a consumer’s attitude towards Kroger’s private label in comparison to national brands. Secondary data was collected using the library at CSUF’s Mihaylo School of Business. The library supplied me with data bases filled with information including business articles, demographic analysis, and industry info.

The time I began this project was the beginning of the 2007 recession. To Kroger’s private label, this was a time of growth. My research indicated that more people use private label products during recessionary times. This was inferred by studying the recession of 1980 and 1950. This is because private label items are considered inferior goods. The economic definition of an inferior good is the amount of the good consumed increases as income decreases. This is what was being seen during recessionary times. As consumer’s income dropped, they purchased more private label goods.

When I began the project, private label sales started to increase dramatically. This has occurred during the last two recessions, but after the 1980’s recession grocery stores tried to take more advantage of the situation. My job was to get as many Kroger items into Ralphs and Food for Less as possible. The timing of this project was in perfect alignment with an increase in demand for all private labels.

My goals for this project were to gain a deeper understanding in two areas. First was to understand Kroger’s private label. To understand such a large industry, I collected extensive secondary data. I learned about the start of private label and how it became to be now. In the beginning, stores carried private labeled items that were packaged in generic wrap. This package design was seen as very dull and plain. This is done to keep costs down and pass the value onto the customer. Private
labeled items always cost lower than the national brand counterpart. Kroger’s private label has multiple tiers offering its customers value products and upscale products.

Kroger’s products span over 14,400 items and are growing. The three different tiers are value, upscale, and the banner brand. Banner brand is the normal private label, so in my case it was the Ralphs and Kroger brand. Ralphs utilizes these three tiers of items differently depending on where the store is located. The three tiers of stores are upscale, mainstream, and value stores. Using 3-tiered options gives Kroger an advantage to align its stores products with its customer’s demographics.

I learned about different ways Kroger packaged its private label. Ralphs uses a technique called masked branding. This technique is utilized by packaging a private label product but do not distinctly relate it to the banner brand. At Ralphs, they mask alcoholic products, grocery products, and health and beauty products. This offers their customers more options that carry the private label value. I found this very interesting because I was unaware of this until this project. When I reported my findings, this was where people were most surprised about the marketing tactics of Kroger.

My second goal for this project was to understand consumer attitudes towards private label products. I did this through collecting primary data and analyzing secondary data. I collected my primary data using a survey that I initiated in Ralphs stores while consumers were shopping. I split the survey up between the different store tiers to get a better understanding of the consumer’s attitudes at different locations. I focused on how the consumer perceived Kroger’s private label in comparison to a national brand. The various questions related to the perceived value in each grocery category. These categories ranged from canned goods to health and beauty care items. Through this survey I collected some very interesting data. The most exciting part of this project was presenting my findings to my business managers who I interviewed. They found my results fascinating and commended my research.

This research project gave me confidence and helped me improve my research skills. I was able to cross reference the demographics of each store that I surveyed to draw conclusions on the data I collected. These conclusions lead me to recommendations I offered the Kroger Co. on their private label. The skills that used for this project I can bring into the business world. I am proficient in many different marketing research methods. Completing this project gave me a competitive edge in the grocery industry through the application of different research methods and analyzing industry data.
Mktg. 370: Consumer Behavior

Executive Summary

for

Slim Fast: Term Report

Consumer behavior is the study of; when why how and where consumers do and don't do what they do. This is a confusing definition, but it has practical use. This course mixed concepts deriving from marketing, business, and psychology. Studying this topic was interesting because it tried to give explanations for why people act the way they do. The course was full of marketing terms that were brand new to me. These terms were far more than just simple definitions--they were marketing theories. Understanding these theories played a key role in obtaining my marketing degree.

Understanding a consumer leads to an effective promotional campaign. This project allowed me to understand why promotions are run. I chose Slim Fast to apply my newly learned marketing theories. Slim Fast runs promotions to be congruent with its consumers. By analyzing a company's promotional strategy, I learned that company's consumer gives insight to why the promotion is being run.

This project was a culmination of our marketing knowledge introduced to us throughout the semester. It included prior marketing terms, plus the new terms learned through the course. This project was important to obtaining my degree because it emphasized applying the theories we learned in class to a real world company. This helped me fully grasp the theories I learned. By studying Slim Fast, I learned how a company markets its products through different types of promotions.

The terms that I applied to Slim Fast’s marketing techniques were; motivation, self-concept, consumer attitudes, the learning process, source attractiveness, e-commerce, the decision making model, culture, reference groups, identity marketing, guerilla marketing, the use of different cultures, and Lewin’s Field Theory. I chose these topics to explore because they can be applied to almost any industry. I chose Slim Fast because their marketing approaches gave good examples of the terms I chose.

Through defining and applying each of the terms to a specific promotion, I connected my knowledge of these topics with actual events. Each promotion was different. They ranged from print ads to online websites. Through analysis of each promotion, I learned about Slim Fast's consumer. Each promotion was used to target one of Slim Fast's many different demographics.

The study of consumer behavior allows companies like Slim Fast to effectively promote its products to different demographics. This is possible by utilizing different marketing theories that I listed above. These theories give a commonality to the consumer and allows for more effective advertising and promoting.
Mktg. 353: Marketing Information Technology

Executive Summary

for

Developing Marketing Strategies: Sierra Nevada Brewing Co

This project was my introduction to the wonderful service that MRI Plus offers to CSUF. MRI Plus offers countless databases that analyze consumer products and services. I utilized this resource to research the Sierra Nevada Brewing Company. This project was done through analyzing secondary data. The goal of the project was to give recommendations to Sierra Nevada Co. on marketing strategies for their product.

Though this is my smallest and most straight forward project, it taught me the most. It taught me how to analyze data and conclude on my findings. This project is not my best project and I acknowledge that. It motivated me to increase my researching skills. I did this by using MRI. Learning how to use MRI gives me an intangible advantage over someone that has not learned the skill. This is because it allows me to analyze quantitative data and draw qualitative conclusions.

There are five main elements to a MRI database. There are the population and projected populations which are straight forward. The three important elements to understand are percent down, percent across, and the index. These figures give important information regarding the population. These figures are given in percents of the population. Percent across tells about the population with a certain characteristic in the heading of the row. Percent down tells about the population with a certain characteristic in the heading of the column. The index is the likeliness a consumer is to use the product.

This knowledge is crucial because it allows conclusions to be drawn about focused segments of the market. MRI gives all different demographic information. There are broad demographics such as age and education. The interesting part of MRI is the narrow demographical areas that are explored. The details of these demographics are as finite as consumers who read certain magazines and consume alcoholic beverages. The amount of variance in each search depends on how niche a target market is.

My recommendations for Sierra Nevada came from my MRI database analysis. I recommended that the company use a mass marketing strategy towards; men aged
25-34 who never married, income between 75-150k, and had a college plus education. The media vehicle was; number one internet promotion and number two magazine promotions. If the company chose to promote to a Niche market, my recommendations were to use newspaper advertisements. This was in 2006; a lot has changed in four years. Newspaper advertisement is a thing of the past and would not be considered being used in today’s age of advertising.