

Product Strategy (activities/discussion)

Apple Ipad Product Strategy

- What goods or services will it provide to consumers?
- How will this product stand out from the competition?
- What are the product features? (benefits it offers consumers)
- Style, color, quality, options, distinctive characteristics, packaging
- Warranties, service contracts, delivery, installation, instructions, payment options
- How do consumers see the product compared to the competition?

Product Packaging

- Describe the product & packaging
 - Materials
 - Shape
 - Special conveniences
 - How does it promote the product?
- Is the packaging influential? If yes, how?
- What would you change about it?

Does packaging of products matter?

- Apple Iphone box
- LuLu bag
- Vineyard Vines box
- Any other packaging that you feel has value (in that you'd keep it)

Peanut Butter Comparison – Brands



S&S Brand
\$2.00
18oz



Skippys
\$2.59
16.3oz



JIF
\$2.69
18oz



Nature's Promise
\$3.99
16oz

Write down any products, objects or things that you associate with the following colors (primarily through marketing/advertising):

Green

Blue

Red

White

Black

Gold

Silver

Pink

Colors...Are these associations accurate?

Green: jealousy, nature/natural, fresh, envy, money, abundance

Blue: calming, peaceful, reliable, coolness, water

Red: anger, love, impulse, passion, sexual, danger, speed, blood

White: pure, innocent, clean, youthful

Black: serious, mysterious, mournful and seductive

Gold: prestige, elite, expensive

Silver: prestige, cold, scientific

Pink: soft, sweet, security, nurture

How influential are names of products?

Lifetime basketball nets

Automobiles

<https://www.finder.com.au/the-meaning-behind-the-most-popular-car-names>

What would you think about a sneaker company named “Blue Ribbon Sports”?

If you were in charge of marketing of Apple and was asked to come up with a name for the eventual “Ipad” product, what would you have called it?

Regarding your product to follow:

- How influential is its name
- How influential is its packaging
- Does it offer special features or characteristics
- Is its color influential (product or its packaging)?