



# Module 6 Marketing Mix

## Workshop 6 Product Strategy









# Workshop style class

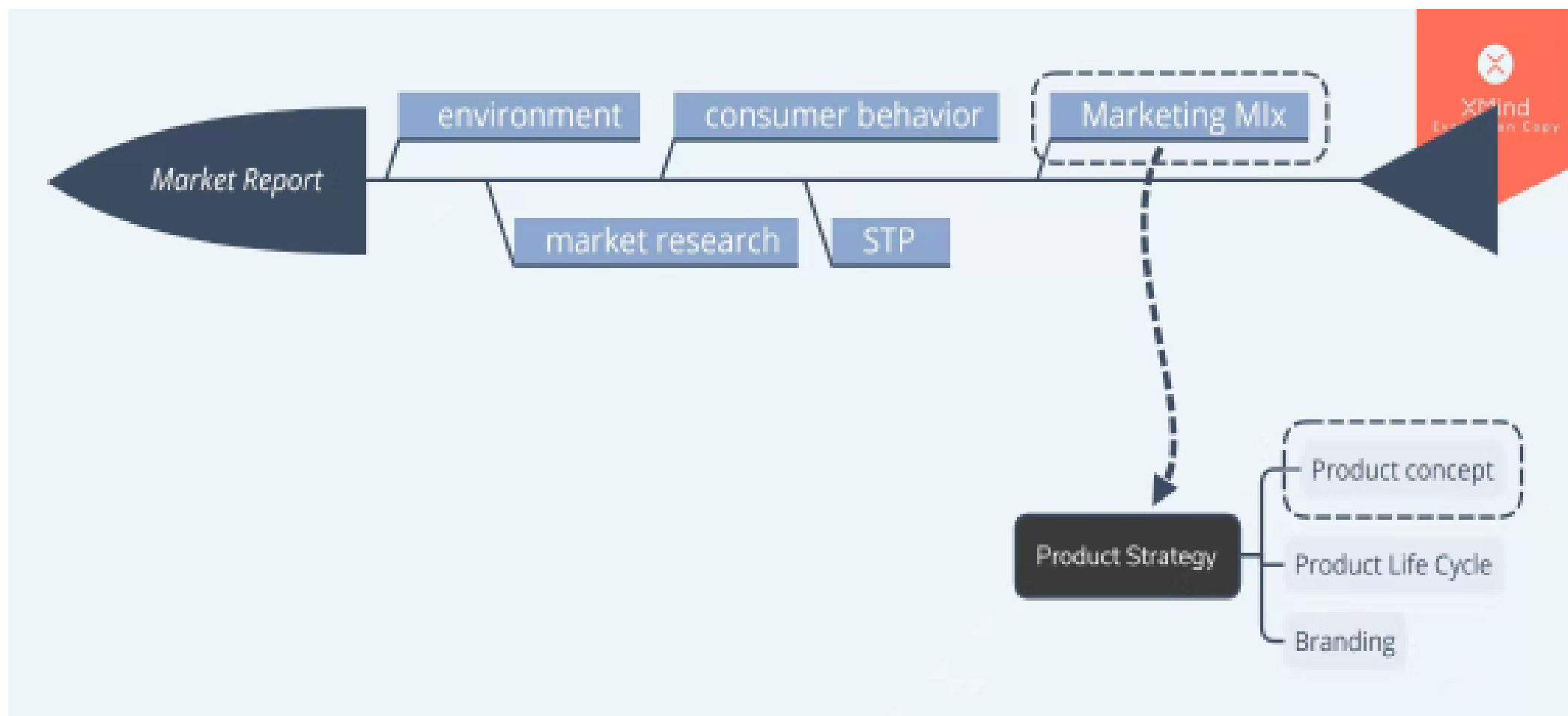
- **Workshop style** – meaning that you should **ask questions** and **proactively participate**. Interact, network and learn.
- **Ask questions**
- **Proactively participate** – draw from examples in your own life and don't be afraid to question what you are learning.
- Remember to **justify and explain** what you say.
- Please be **courteous to students and the lecturer** when they are speaking.



## Activity Icon

Icon	Meaning	Activity
	Take notes	These are <b>important points</b> and you should take notes. You will be required to know this information.
	Individual Activity	Students complete an individual task.
	Group Activity	Students discuss/ complete activities in groups and report back to the class.
	Research required	You will need to research this and do some reading before the next class.
	Important Concept	You <b>MUST</b> understand this concept to successfully complete the subject. Seek help if you don't understand.
	Practice Questions	Students will complete these questions as practice.

# MARKETING







# 课前导学： 自学自查



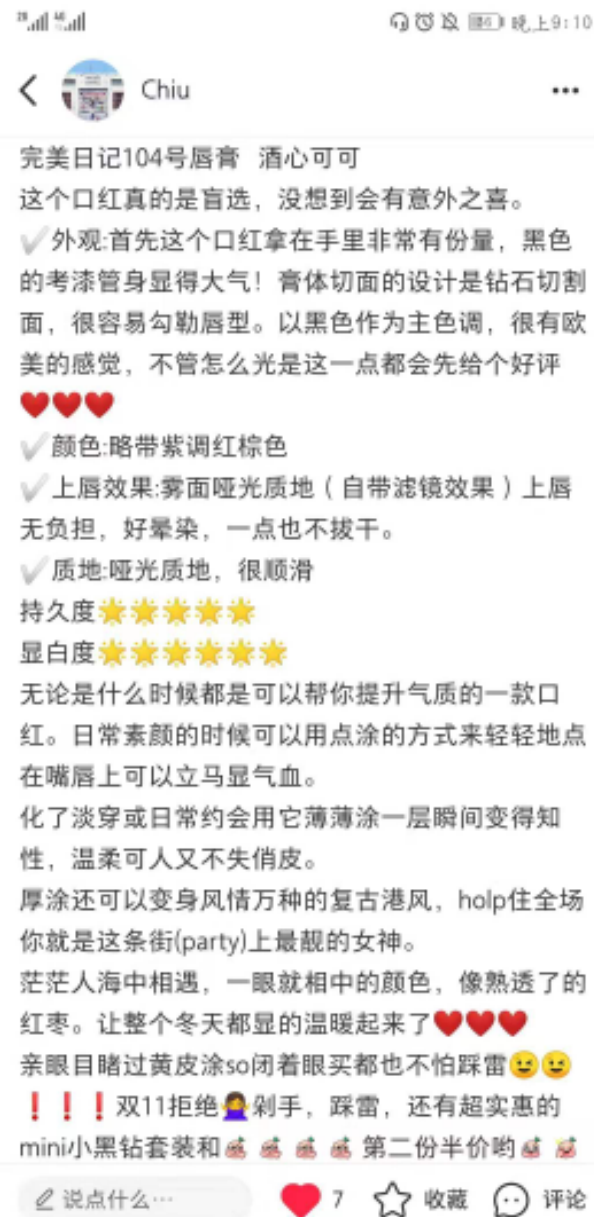
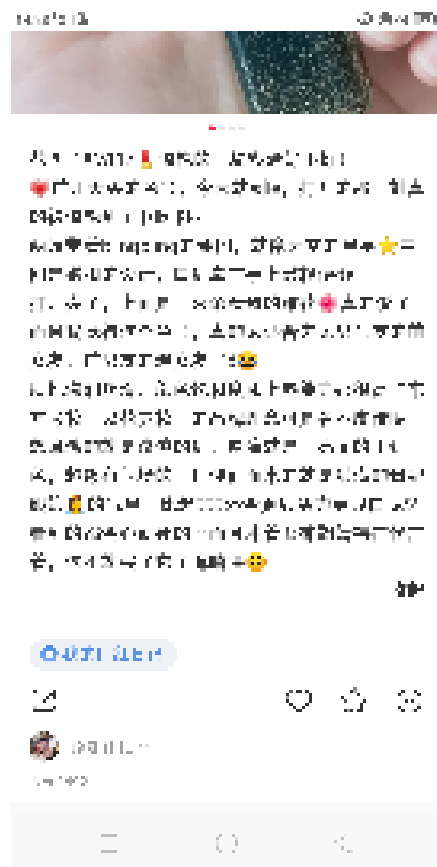
Product description

Product range

Levels of a product



# 课前导学：情景模拟





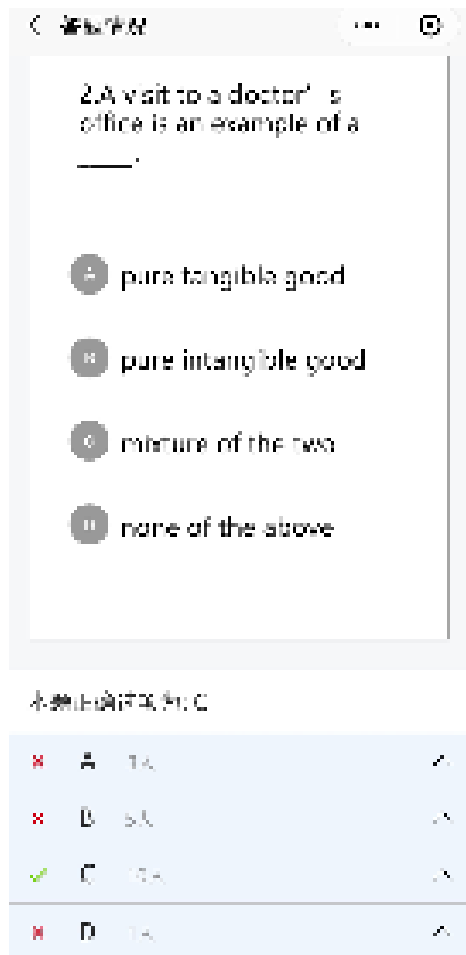
# Workshop activity



## Brainstorm Session

What can be called “Product”? What are the product characteristics in the digital marketing era?

Think about a product or service that you have purchased in the last 24 hours.





这不是一个2B的故事

这是一个2C的故事

# MARKETING





# Product

- A Product is anything that can be offered to a market for attention, acquisition, use, or consumption and that might satisfy a **want or need**.
- Includes:
  - Physical Objects
  - Services
  - Events
  - Persons
  - Places
  - Organizations
  - Ideas
  - Combinations of the above



## Product Characteristics

- 1.需求：有用，消费者  
(特定场景下的需求)
- 2.质量：好用、容易用
- 3.尖叫：好玩、有趣  
(在情绪层面下给用户快乐的体验)
- 3.迭代：更新升级快
- 4.集成：减轻认知负荷

取消	智能标签	保存
已移除如下标签。如有所修改，可点击进行修改。 保存后，需求将与相应的智能标签自动关联，并以最新一次结果为准。		
	有用	4次
	趣味性	3次
	好用	3次
	quality	2次
	价值	2次
	needs	2次
	质量	2次
	easy	2次
	满足	2次
	潮流	2次
	个性化	2次
	conspireness	2次
	...	...

取消	智能标签	保存
已移除如下标签。如有所修改，可点击进行修改。 保存后，需求将与相应的智能标签自动关联，并以最新一次结果为准。		
	尖叫	2次
	消费者	2次
	附加	2次
	innovate	2次
	quality	2次
	有形	2次
	easy	2次



# Workshop activity



## Brainstorm Session

How can your product differentiate from  
other similar products?

Share your thoughts with the rest of the  
class.





## Example: Hotel

Core benefit: rest and sleep

Actual product: a bed, bathroom, towels, desk, dresser, and closet

Augmented product: high-speed Internet access, and a fully equipped fitness center

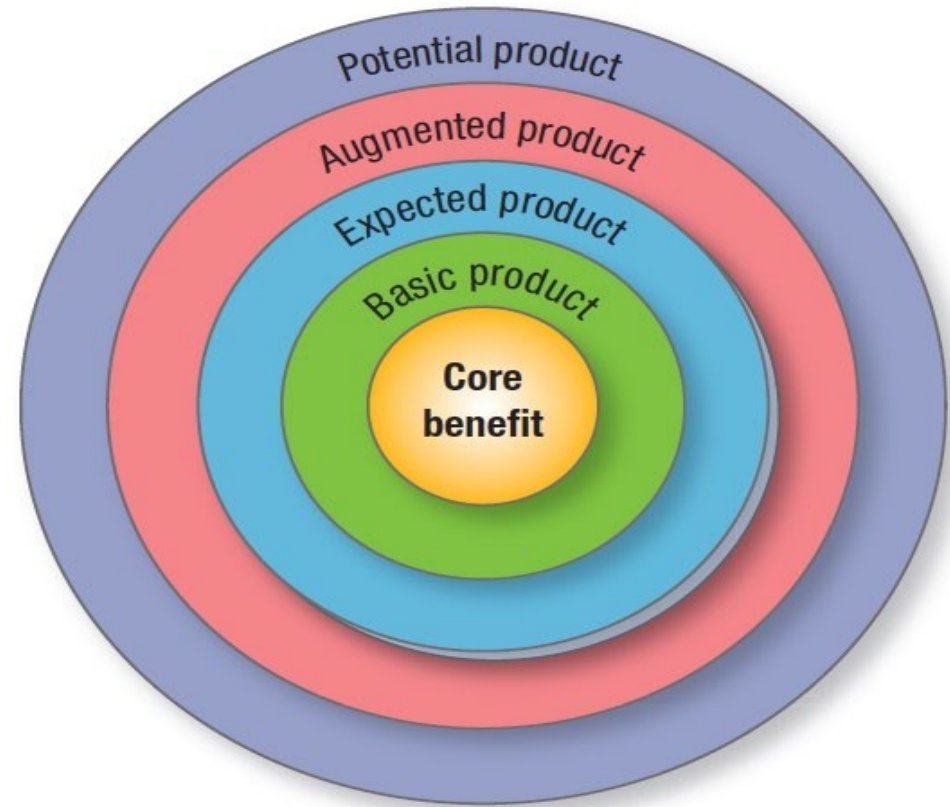


Figure: Levels of Product



# Workshop activity



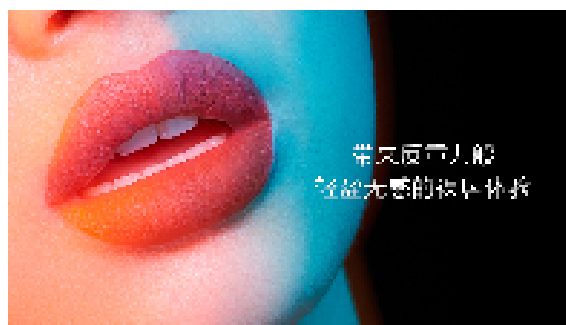
## Case Study

How does your product look like in  
Tmall ( 天猫 ), Tik Tok/Douyin ( 抖音 )  
and Amazon ( 亚马逊 ) ?

Use your digital devices and do some  
research.

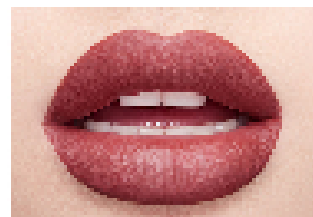


## 「反重力」唇釉三支装



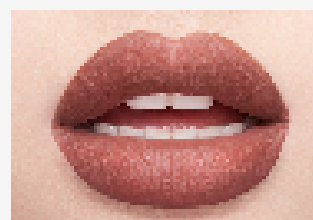
### G08 烈焰星球

正红色 气场全开  
白唇不挑皮



### G03 玫瑰星云

水调玫瑰色 温柔知性  
可盐可甜



### G11 流浪尘埃

可可粉棕 温柔低调  
适合白皮

T-mall天猫

# MARKETING



## Perfect Diary Ultra Matte Liquid Lipstick 912 ROSE SINGER

by [Perfect Diary](#)

★★★★★ [1 rating](#)

Price: **\$7.99** (\$887.78 / Ounce) + No Import Fees Deposit & \$18.71 Shipping to China [Details](#)

[This item is returnable](#)

Color: **912 Rose Singer**



- Intense shades and rich formula, only one stroke needed to draw your outline and paint on splendid color.
- Creamy texture is as smooth as velvet. Drench your lips in lip-shaping color effortlessly for charming makeup.
- Use the tip of the applicator to define the upper and lower lip lines, then fill in the rest of the lip using the flat side.
- Perfect for the daily use, special events or occasions etc all makeup. Such as professional, wedding makeup, party makeup or casual makeup etc.
- Perfect Diary has what you need to create any look foundation, concealers and highlighters to create a perfect canvas, eyeshadow, brow pencil and eyeliner for any eye look and lip products, from matte lipstick to natural lip balm.

[Compare with similar items](#)

Amazon



## **Product description**

**Color:912 Rose Singer**

The core concept of “Perfect Diary” is “Unlimited Beauty” to let everyone not to be bounded by labels, but to embrace their uniqueness and expand the endless possibilities in lives.

Perfect Diary focuses on the exploration, modelization and expression of beauty, providing everyone with a beauty experience that is within reach and beyond expectation.

For more products and related information such as eyeliner, blush, mascara, makeup brush, sponge ect. Please feel free to contact us or search our brand “Perfect Diary”.

# MARKETING



Roll over image to zoom in

## Lancome L'Absolu Rouge Hydrating Shaping Lip Color For Women, No.160 Rouge Amour, 0.12 Ounce

by LANCOME

★★★★★ 2 ratings

Price: \$32.00 + \$46.40 Shipping & Import Fees Deposit to China [Details](#)

Only 7 left in stock (more on the way).

This item ships to China. Get it by **Wednesday, June 10** - **Thursday, June 18** Choose this date at checkout. [Learn more](#)

Ships from and sold by Amazon.com.

This item is returnable ~

- The long-wear lip color you love to wear
- It stays and never fades
- Improves the lips condition with regular use

[Compare with similar items](#)

Amazon

# MARKETING





# Description of a Product

- Physical qualities/ tangible features
- Appearance
- Color
- Design
- Quality
- Technical specifications
- Use and time of use







# Description of a Product

- Intangible features
- After-sales services
- Additional guarantees
- Availability of spare parts
- Clarity of instruction manuals
- Image
- status





# Workshop activity



## Marketing Practice

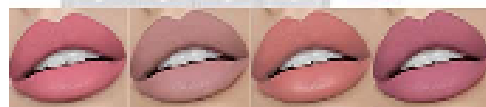
Please work as a team to create the product tag for your lipstick.



## Hickey Long Lasting, Moisturizing, Matte, Refillable Lipstick: Lip Makeup and Cosmetic Essential, Professional, Creamy, Hydrating and Highly Pigmented Finish – 0.6 Ounces (Nude)

by Hickey

★★★★★ 14 ratings



Airassi Matte Liquid Lipstick Set -4 PCS, Waterproof Long-lasting Non-stick Cup, Durable Nude Lip Gloss, Lips Beauty Kit

★★★★★ 47

& Impo

(\$29.00 /  
unit)

favorite  
lly cases,  
mpanion  
xartying  
lipstick o  
r a brace



byAlegory Clear Lipstick Caps For MAC -  
Replaces Original Cap To See Your  
Favorite Lipstick Color Easily (24 Caps)

★★★★★ 573



# Workshop activity



## Marketing Practice

Think like a Marketer.

Please watch the videos and provide some suggestions.

Videos:

[https://www.mosoteach.cn/web/index.php?  
c=res&m=index&clazz\\_course\\_id=45C54F05-  
F7B4-11E9-9C7F-98039B1848C6](https://www.mosoteach.cn/web/index.php?c=res&m=index&clazz_course_id=45C54F05-F7B4-11E9-9C7F-98039B1848C6)



# 消费者投票结果

投票问卷 2019-2527605

1

27 人提交



A. 17应英1班完美日记 11  
41%

B. 17应英1班花西子 2  
7%

C. 17应英2班完美日记 8  
30%

D. 17应英2班花西子 6  
22%

单选：请观看4个视频（未分组），以消费者的角度，你会向哪一位主播购买产品（请先不考虑价格问题。）？

投票问卷 2019-2527554

1

20 人提交



A. 17应英1班完美日记 14  
70%

B. 17应英1班花西子 0  
0%

C. 17应英2班完美日记 6  
30%

D. 17应英2班花西子 0  
0%

单选：请观看4个视频（未分组），以消费者的角度，你会向哪一位主播购买产品（请先不考虑价格问题。）？

消费者投票结果：

1. 17应英1班完美日记
2. 17应英2班完美日记
3. 17应英2班花西子
4. 17应英1班花西子



## Task 5: 复盘再现

- 实训小组：请依据刚才的意见重新修改直播脚本，重新进行直播。
- 其他同学：从消费者的角度出发，你会向哪一个主播购买产品？



# Summary: Key Terms

- **Product:** satisfy consumers' needs
- **Core product:** not the product in itself. Core product is a concept that describes the utility that a consumer derives by using the product. It is the main need that is satisfied for which the product was made.
- **Actual product:** the actual physical product that one can touch, hold and feel. Manufacturing, packaging and presentation all play an important role here. The actual product is how the entire category is considered.
- **Augmented:** all those value added features or extra benefits and services. Neither is it the physical component of a product (actual product) nor is it the core product (the primary source of utility).



# Think like a Marketer!

- 产品是要迎合需求还是引领需求？
- 好的产品是一个用完即走的产品还是一个黏住用户的产品？  
(2016年微信公开课张小龙)
- 如何提高产品附加值？





Thank You.

