

MyMarketingExperience – Video Transcript

Jeans. One of the most popular items of clothing worn worldwide. After a dip in consumer confidence due to the global financial crisis, experts now predict that the global jeanswear market will grow again in value over the next few years.

Your team has been appointed to lead the marketing strategy for an existing jeanswear company. It's been operational for decades but sales have been sluggish recently in an increasingly competitive marketplace. You can see the latest sales data and financial performance in Metrics and Analysis.

You operate in the domestic marketplace only with its existing socio-political characteristics. All your competitors have a similar history and profile to your company; over the past year, you've all gravitated towards positioning your jeans product as mid-price and mid-quality.

Now your company needs a completely new marketing strategy to take advantage of predicted growth. It's up to your team to agree that strategy and improve your company's performance to beat competing teams and become the market leader.

In all 8 quarters, you have to take strategic decisions and tactical actions around your target market selection, positioning and the components of the marketing mix; some quarters will focus on **specific** elements of that mix. You'll also have access to news stories keeping you up to date with your marketplace – these are a great source of information so keep checking them. Market research will be useful too but you'll have to pay for some of it so think through what you need to know to gain a competitive advantage over the other teams. Look for market information in Metrics and Analysis, and check out your financial performance to see how you're doing.

The board has every confidence that you're the right team for the job. Good luck!