



## Targeting Product Marketing

When **Cadbury Schweppes** Americas Confectionery's Jose Amarista sets out to create a new product, his team is driven by direction from Marketing based on research revealing consumer preferences, lifestyles, and local taste and consumption habits. Amarista is director of product development for the Americas and he provides a keen formula for developing innovative confectionery products that have the best chance for market success.

In the confectionery sector, Amarista sees marketing success as dependent on:

1. Focusing on the basics: concept, product, package
2. The right product for the right channel: sales and distribution, price point
3. Product performance: great taste keeps consumers coming back, along with consistent quality
4. Selecting the right projects

Positioning each product is based on consumer research conducted by Marketing. The consumer benefit statement and need addressed by the product must clearly communicate **when** it is to be used, **who** is the target audience, **why** it solves their problem or meets their need, and **what** is the key benefit it delivers. The Marketing department provides direction for the expected selling price, based on value perception and price sensitivity in the target market, as well as internal budget and profitability expectations.

**Size matters.** When developing new products and packaging them, gum marketers at Cadbury Schweppes have learned that emerging and developing market consumers prefer single size servings in small packages. This is about economics, purchase habits and available shelf space with street vendors and mom and pop shops. In wealthier economies, consumers primarily buy packages with multiple pieces that can last for days or weeks in their cars, handbags, and desk drawers.

**Taste preference is local.** According to Amarista, mint flavors are universal for chewing gum, though some countries have a preference for spearmint or peppermint. When it comes to fruit flavors for chewing gums and candies, many local flavors are very attractive. In Brazil, Cadbury Adams produces and markets HALLS in a popular flavor, Açai. In Columbia, Lulo flavored HALLS is extremely popular. In Mexico, where chili flavoring is prevalent, Cadbury Adams has a BubbaXtreme lollipop with chili powder for dipping.

**Product claims reflect local regulations.** In the US, Canada and the U.K cough drops are considered an over-the-counter medication. In the rest of the world, HALLS and other cough drops are sold as a refreshing candy. This changes the consumer benefit claims you promote through marketing campaigns.

## Engaging Consumers in New Investments

After several years of successful operations providing foreign exchange (forex) investments to institutional investors, **GAIN Capital** realized that there was an untapped consumer market.

A new investment opportunity that is not well known to individuals in the United States, GAIN needed to figure out how to interest retail investors in forex and to facilitate the marketing of their service worldwide. In late 2002, they were offered the opportunity to purchase the the prize URL:

[www.forex.com](http://www.forex.com). The firm launched the new FOREX.com brand and website tailored specifically to the needs of retail investors.

Next, GAIN had to figure out how to involve consumers who were not familiar with forex trading. On their website, they provide a variety of free and paid training and education tools. They offer professional trading expertise. But, the real innovation is the Forex Practice Trading Account. This is a free demo or trial investment account, a game that makes it fun and

safe to try out forex trading without risking any money.

Consumers can experience what would happen with \$50,000 of "funny money" with real-time quotes in 18 currency pairs. GAIN has made a serious commitment to build a new customer base by investing in developing a web-based tool to train, engage and excite consumers. They also conduct free workshops and webinars. They understand that you have to drive traffic to attract new customers.