

as it does on consumer awareness generated at the moment of purchase. In other words, the pull strategy needs to combine with the push strategy to optimize effectiveness; however, the push strategy can stand alone.



ICE Activities for 1.7

Ideas

1. (a) What is the difference between a marketing strategy and a marketing plan?
2. (a) Prepare a poster or other visual representation that describes the steps in preparing a marketing plan.
3. (a) Why do most people think of the pull strategy when they think of marketing? Is this an accurate image of marketing? Why or why not?

Connections

- (b) Select a manufacturing company that makes a product you like. Describe how the company uses both the brand strategy and the distribution strategy to market this product.
- (b) Create a value equation for any product or service you may wish to purchase. Briefly explain the values you assigned to the benefits and the costs. Based on this equation, will you buy the product or service?
- (b) Interview the owner or manager of a grocery store, a clothing store, or a furniture store to find out how marketers use the push strategy to place their products in his or her store.

Extensions

- (c) Based on the brand strategy and the distribution strategy you described in part (b), outline what the company's marketing goals might be.
- (c) What do you think would happen if the benefits equalled the cost of a product or service?
- (c) Discuss how the brand strategy is related to the distribution strategy.