

Drawing on all these various elements, the Jones Soda marketing campaign has been extremely successful; so successful, in fact, that the company has officially changed its name from the Urban Juice and Soda Company to the Jones Soda Company. Once an importer, the company now exports its own product to consumers all around the world.

Questions.....

1. What methods does the Urban Juice and Soda Company use to market Jones Soda?
2. Write a brief critique of the Jones Soda Web site and comment on its effectiveness as a marketing tool.
3. In what ways is Jones Soda an international marketing company?

1.1 What Is Marketing?

True Marketing starts out with the customers, their demographics, related needs and values. It does not ask, 'What do we want to sell?' It asks, 'What does the customer want to buy?' It does not say, 'This is what our product or service does.' It says, 'These are the satisfactions the customer looks for.'

—Peter Drucker

Marketing is a process that connects suppliers with end users or consumers (see Figure 1.1). It is the sum of all the activities involved in the distribution of goods, services, and ideas. No business can survive without marketing. Manufacturers market their products to potential consumers. Politicians market their ideas to potential voters. Service businesses market their expertise

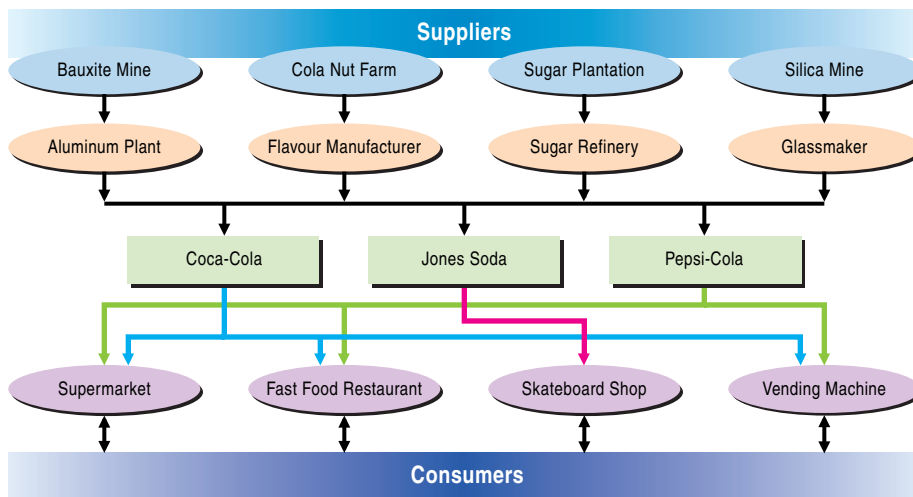


Figure 1.1 Marketing connects suppliers with end users