

1.4 Marketing Activities

Marketing activities are central to business today. They affect how products and services are developed in order to meet consumer demand. The rest of this textbook focuses on the marketing activities outlined below.



Packaging The wide assortment of materials available enables creative marketers to develop new and striking packages for their products while providing the protection necessary to deliver them to the consumer. Arizona Iced Tea uses unique packaging that will appeal to the target market.



Promotion On entering the Canadian market, Krispy Kreme relied extensively on promotion. Advertising and publicity were used to make consumers aware of the company's products even before the first store was opened.

Research Conducting surveys is one of many ways marketers learn about consumers and the marketplace. Information gathered on consumer preferences, habits, lifestyle, not to mention competing products and services, is essential to an effective marketing plan.



Branding A product's name, trademark, slogan, and package design can be used to create and maintain brand identity. Mountain Dew uses extreme athletes to create an identity that will appeal to a youth market.



Physical distribution This container port in Halifax is a distribution point for products from across Canada and around the world. The ability to ship a product to the consumer efficiently and inexpensively is essential to the product's success in the marketplace.

