



The product

The product:

- Substantial differentiation
- Symbolic differentiation

- Product (physical entity and/or service)
- Product + services

- Product = everything is able to satisfy needs and wants of the consumer
 - benefits / symbols
 - Products = bundles of benefits



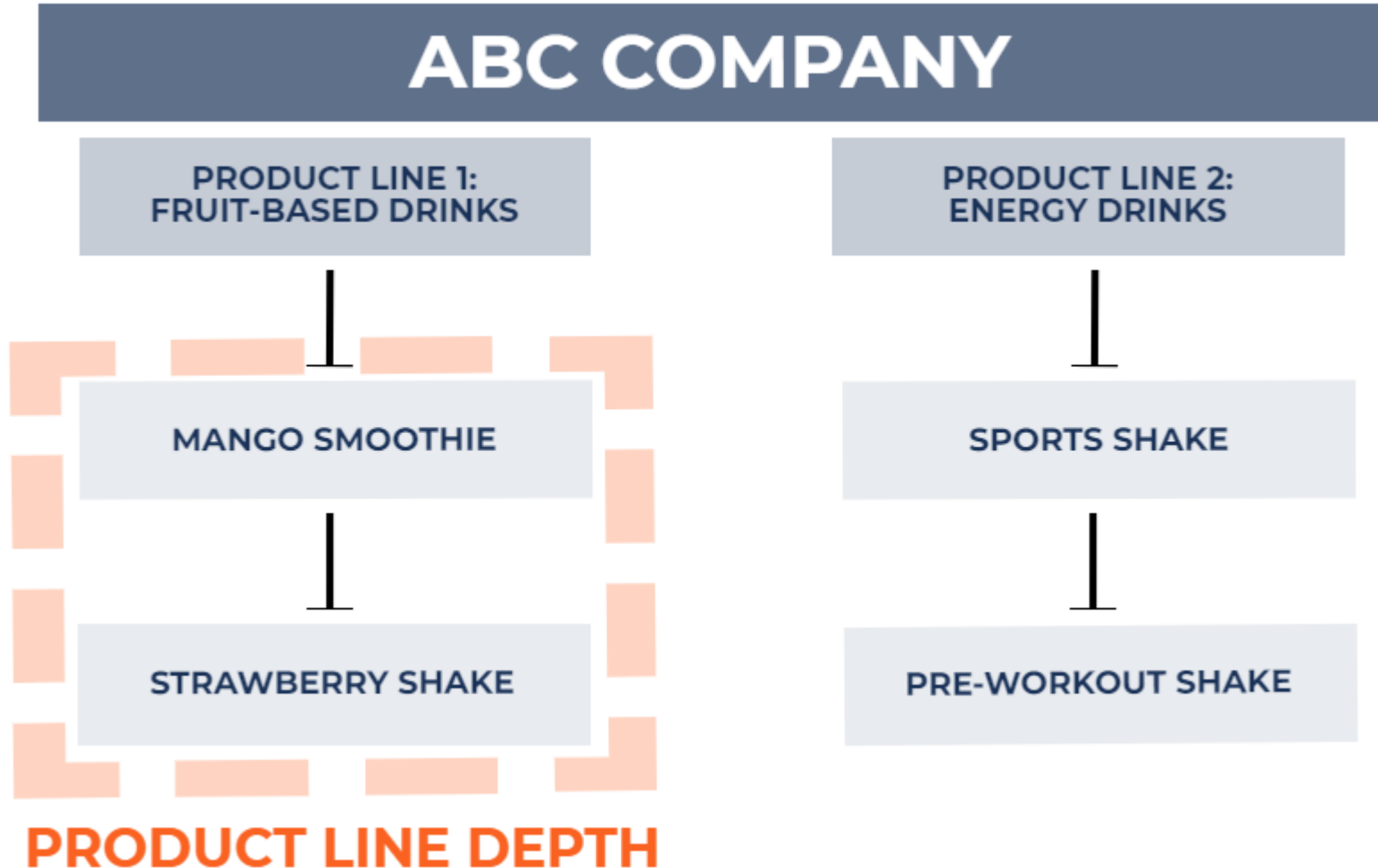
The product

The product portfolio (product-mix):

- Product line: a group of product strictly connected to each other
 - Technical similarities
 - Satisfy the same needs
 - Complementary usage
 - The same consumer segment
 - The same distribution channel
 - The same price range
- Line depth = number of products in the same line
- Broadness of the range = number of product lines



The product portfolio



The product portfolio

Linee HO.RE.CA.



Linee G.D.O.



SPUMANTI

FREEWINE

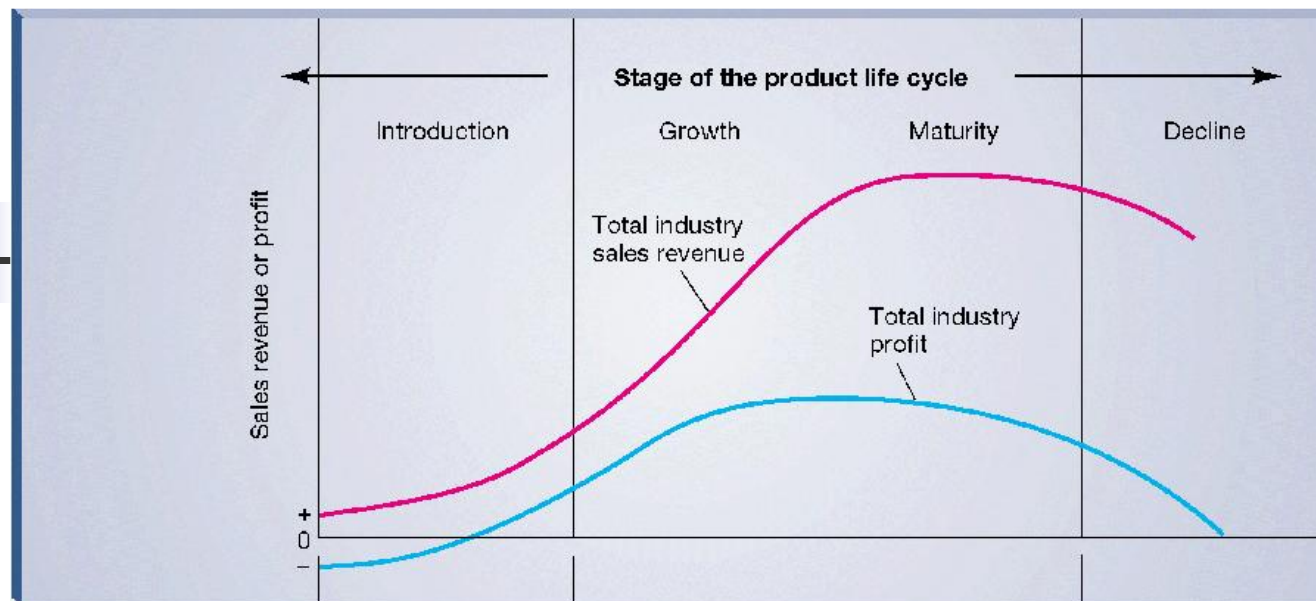




The product life cycle (PLC)

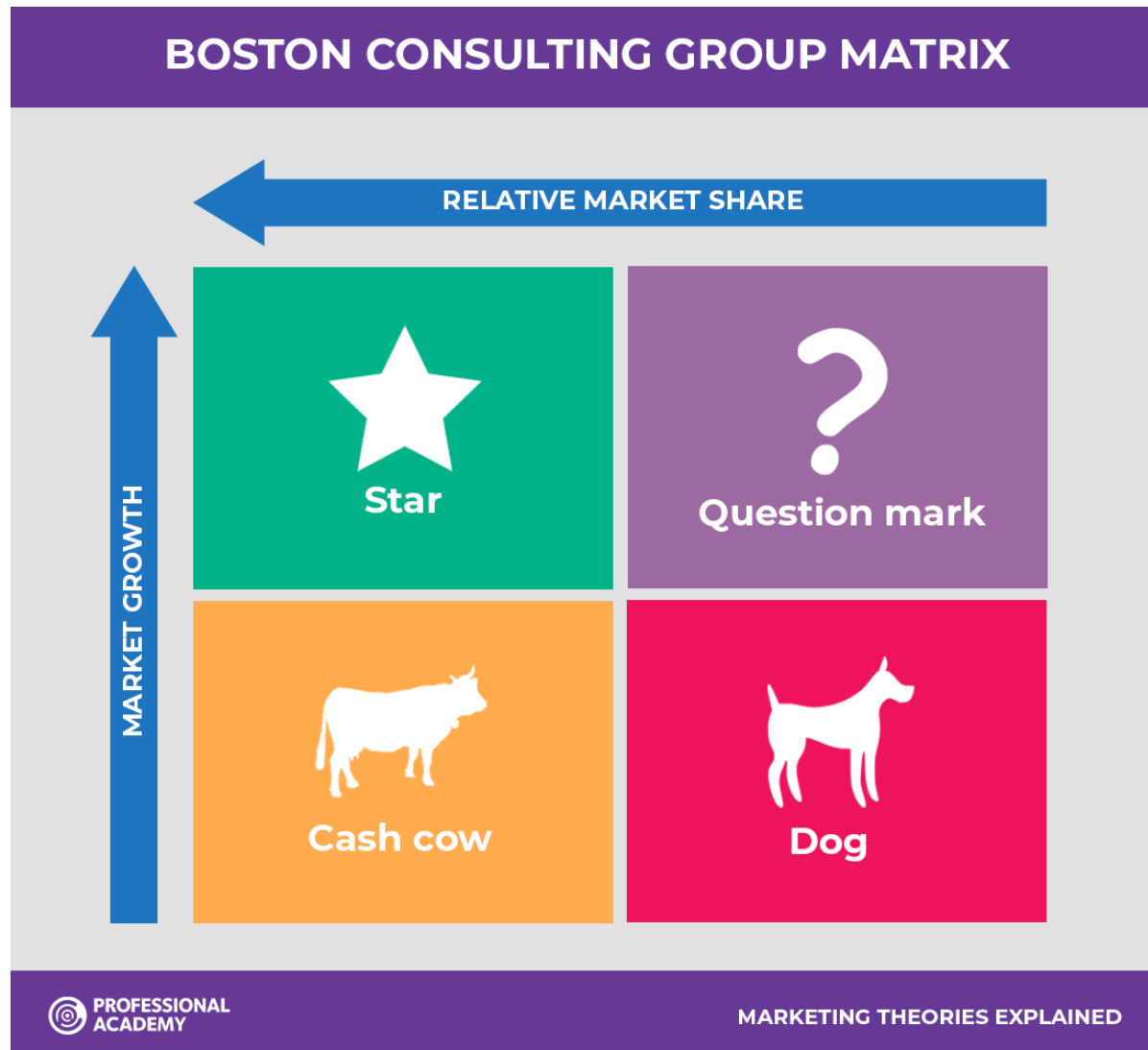
Products move through a series of stages from their introduction to their final withdrawal from the market:

- The life cycle stages:
 - Introduction
 - Growth
 - Maturity
 - (Saturation)
 - Decline
 - Withdrawal
- Planned obsolescence
 - Technological or Functional
 - In the style (the fashion cycle)



MARKETING OBJECTIVE	GAIN AWARENESS	STRESS DIFFERENTIATION	MAINTAIN BRAND LOYALTY	HARVESTING, DELETION
Competition	Few	More	Many	Reduced
Product	One	More versions	Full product line	Best sellers
Price	Skimming or penetration	Gain market share, deal	Defend market share, profit	Stay profitable
Promotion	Inform, educate	Stress competitive differences	Reminder oriented	Minimal promotion
Place (distribution)	Limited	More outlets	Maximum outlets	Fewer outlets

Managing product portfolios





The brand

The brand name:

- The brand name is a term, symbol or design that distinguishes one sellers' product from its competitors
- Brand names can be protected by registration: trademarks (*Marca/ Marchio*)
- Brand policies
 - The same brand for all the products
 - Different brands for each product
 - Different brands for each class of products
 - Combining the brand and the product name
- Branding strategies
 - Line extension (line depth): new market segment
 - Category extension: different products
 - Umbrella brand
 - Double brand: the value of the two brands

The brand



Examples of Category extension

GRUPPO ITALIANO VINI



Multiple brands / Family brand



M. Gregori
Il Marketing del Vino
Edises

The brand

The Brand equity =
the value of the brand

