



# The product

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## 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

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## 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

## ABC COMPANY

PRODUCT LINE 1:  
FRUIT-BASED DRINKS

MANGO SMOOTHIE

STRAWBERRY SHAKE

PRODUCT LINE 2:  
ENERGY DRINKS

SPORTS SHAKE

PRE-WORKOUT SHAKE

**PRODUCT LINE DEPTH**

# The product portfolio

## Linee HO.RE.CA.



## SPUMANTI

## FREEWINE



## Linee G.D.O.



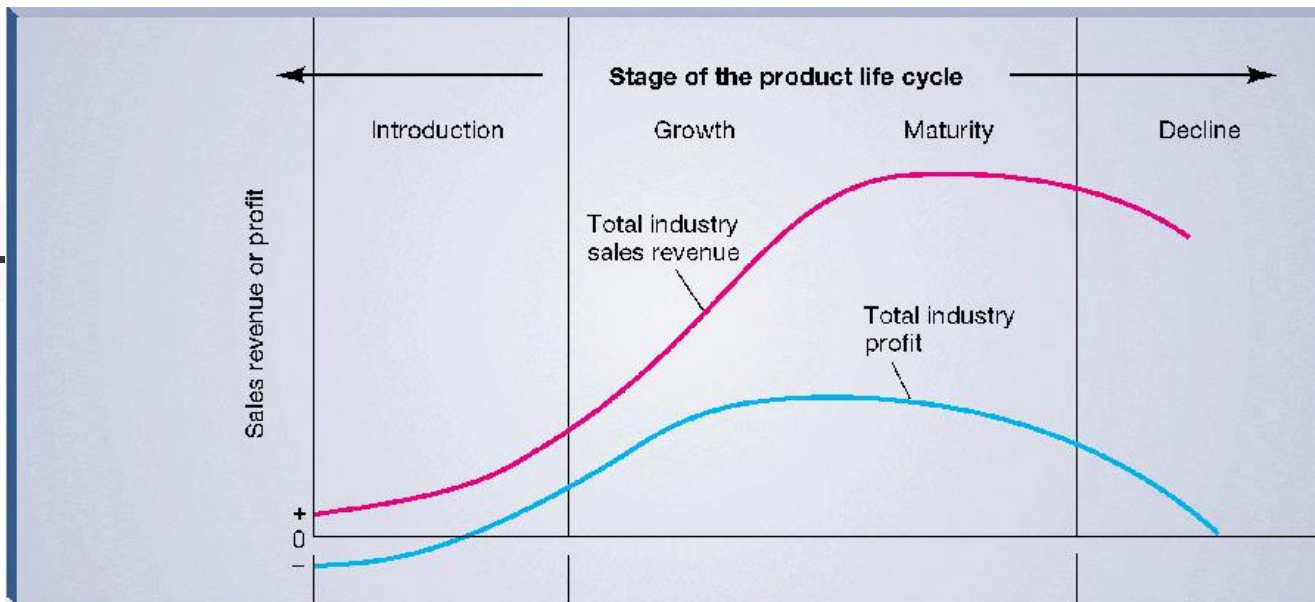


# The product life cycle (PLC)

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

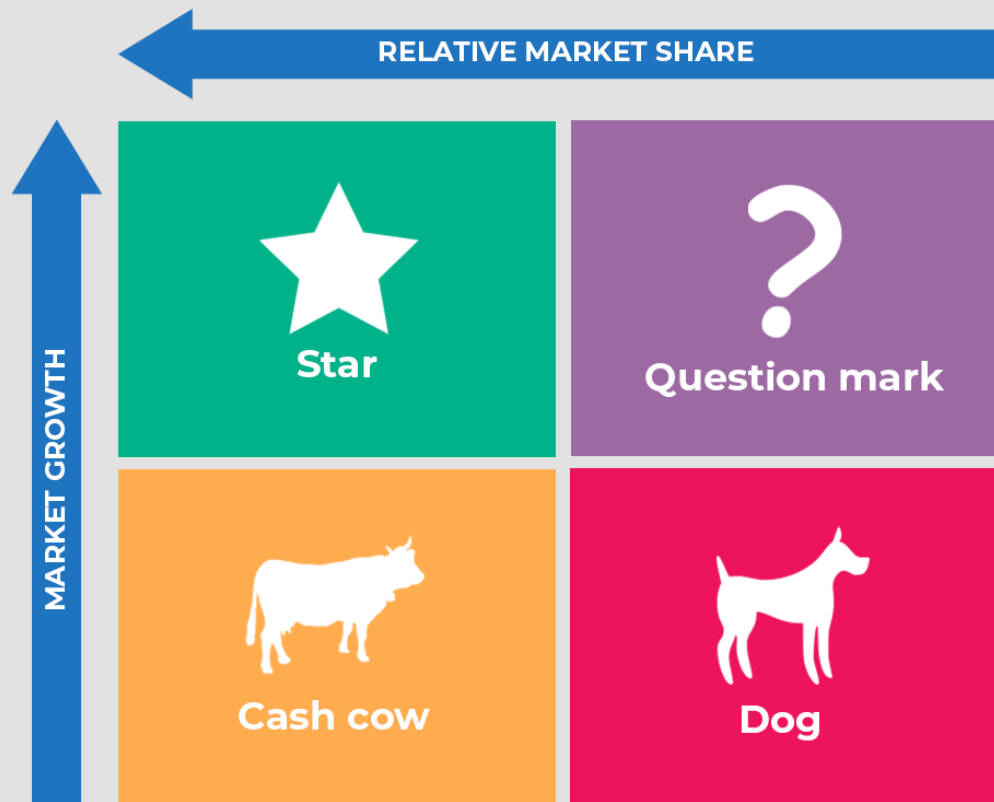
- The life cycle stages:
  - Introduction
  - Growth
  - Maturity
  - (Saturation)
  - Decline
  - Withdrawal
- Planned obsolescence
  - Technological or Functional
  - In the style (the fashion cycle)



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

## BOSTON CONSULTING GROUP MATRIX





# The brand

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## The brand name:

- The brand name is a term, symbol or design that distinguishes one seller's 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



**M**  
MEZZACORONA

**CASALE**  
FIRMITAN

**ROTARI**  
TRENTO DOC

*Feudo*  
*Arancio*

**STEMMARI**

**TOLLOY**

*Kellogg's*  
**CORN FLAKES**

*Kellogg's*  
**Special K**

*Kellogg's*  
**All-Bran**

**KRAVE**

*Kellogg's*  
**COCO POPS**

*Kellogg's*  
**FROSTIES**

**miel POPS**

*Kellogg's*  
**RICE KRISPIES**

*Kellogg's*  
**NUTRI-GRAIN**

*Nice*  
*Morning*

Multiple brands / Family brand



M. Gregori  
Il Marketing del Vino  
EdiSES

# The brand

The Brand equity =  
the value of the brand

