

The Strategic Market Product Launch In The 21st Century

21st Century Strategic Methods Common to the World's Most Successful Product Launch Companies for Securing Successful Product Launch Across Industries & Product Categories

JW Marriott Hotel Kuala Lumpur, Malaysia • 25th - 26th July 2011



Course Facilitator:

Mr. Leigh Cowan

Director, Corporate Strategy and Marketing Planning
Launch Engineering Pty Ltd

Former MBA Lecturer, Marketing Management
UTS Graduate School of Business

Former Undergraduate Lecturer
UTS Strategic Planning & Management School of Marketing

Free Takeaway!

All attendees will be provided with the following that can be used in their own organisation. It provides an opportunity to streamline product launch marketing practices within the organisation.

- A Microsoft Excel Workbook for pre-launch optimisation of a product launch
- A Microsoft Excel Workbook used for product launch marketing planning

Testimonials from Leigh's past clients:

"Your marketing plan was so significant our Chairman insisted we get one of the big five accounting firms to undertake the same brief. They came up with the same results, but took twice as long and cost ten times as much!"

~ **Gerry Rowe, General Manager, Logistic**

"Thank you for the excellent job ... the brief was fairly broad and time constraints were tight. I believe the implementation of your recommended strategies will more than repay our initial investment."

~ **Michael Sheedy, National Marketing Manager, FMCG**

"This is the first time we have used a marketing consultant, which I am pleased to say, has exceeded our expectations."

~ **WM Ferguson, Marketing Manager, Pharmaceutical**

"We increased our sales of regular product lines by 50%... testimony of ability to assess the market and then select and implement appropriate sales strategies."

~ **J.D. Stott, Director, Transportation**

Capitalize on the expert knowledge to gain maximum value on these vital issues:

- ❖ **DISCOVER** strategic management tools to assess product launch opportunities for maximum sales and profit gains
- ❖ **GAIN INSIGHTS** and strategic management methods shaped by Drucker, Kotler and the world's greatest marketing minds
- ❖ **IMPROVE** your market research knowledge and latest market segmentation approaches
- ❖ **EXPLORE** new product development processes that ensures sustainable competitive advantage
- ❖ **PRACTISE** scientific product analysis, derivative product extension and product portfolio management methods of the world's most successful marketers
- ❖ **JOIN** an inner sanctum of product launch experts as for the first time launch engineering reveals its secret pre-launch evaluation and assessment check list the 47 factors that control the outcome of a product launch
- ❖ **MASTER** the 12 P's of Marketing and how to blend the marketing mix to optimise achievement product launch goals
- ❖ **EMPOWERED** with the methods used in product launch marketing planning and become a master at building the winning marketing plan
- ❖ **ACQUIRE** magic lessons of alignment and engagement

Official Hotel:

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UNI training courses are thoroughly researched and carefully structured to provide practical and exclusive training applicable to your organisation.

Benefits include:

- Thorough and customised programmes to address current market concerns
- Illustrations of real life case studies
- Comprehensive course documentation
- Strictly limited numbers

Workshop Overview

This workshop is typically delivered as a two-day interactive programme. Its content relies on a variety of inputs and supporting processes. Given product launch directly affects profitability and the future of the organisation, this workshop lends itself to senior and c-level management as well as being crucial for people from other functions since their buy-in can help pave the product's path to market. Pre-programme preparation is usually required since the launch plans worked on in session are for your organisation or your product line.

A comprehensive Microsoft Excel Workbook free takeaways for pre-launch optimisation of a product launch and product launch marketing planning are provided for this workshop. The purpose is to ensure that constituencies within the organisation understand its scope and approach. It is also aligned with the flow of the workshop and allows for participants to understand the processes and practices that influence each section.

There will be group project and discussion and this will allow for a high degree of interaction as the course evolves and helps them to put what they learn into practice on the job.

DAY 1 | 25th July 2011

INTRODUCTION

- Overview of the workshop
- Discussing goals, assumptions, expectations and ground rules
- Marketing governance for sustainable competitive advantage
- Introducing policy and governance disciplines
- Tools to assess product launch opportunities

RUDIMENTS OF STRATEGIC MARKETING MANAGEMENT

- 4 P's? Try 12 P's of Marketing!
- Profit impact of marketing strategies
- Lifecycle and segmentation
- Strategic marketing tools
- Contextual strategic approaches
- Product portfolio strategy

NEW PRODUCT DEVELOPMENT (NPD)

- NPD definitions and challenges
- NPD objectives and critical success factors
- So YOU think the first step is idea generation – think again!
16 vital steps in NPD process
 - ❖ 5 of which come before the “Idea Generation”

LAUNCHING INNOVATION

- What is a ‘new’ product
- Types of new product innovations and launching strategies
- The marketing chasm and how to avoid falling into it
- Biggest product launch mistake
- 9 components of product launch success
 - ❖ Focus on consumer
 - ❖ Adequate resources
 - ❖ Organisational support
 - ❖ International marketing
 - ❖ Positioning
 - ❖ Capabilities and competencies
 - ❖ Management
 - ❖ Integration will all elements of marketing mix
 - ❖ Comprehensive marketing planning
- 7 reasons for new product failure

Group Discussion: Group participants get to offer ideas about why product launches were successful or not successful in Asia by using what they have learned earlier.

Cases to explore: Vemma, Apple, Panasonic, Leica.

In-House Training

Cost effective In-house courses, tailored specifically to your organisation's needs, can be arranged at your preferred location and time. If you would like to discuss further, please contact our In-house division at iht@unistrategic.com.

DAY 2 | 26th July 2011

DISCOVER BUYER BEHAVIOUR PATTERN

- Leads to clarity of management decision making
- Generate optimal ROI from promotional mix
 - ❖ Ensuring the right communication strategy
- Secret success for new, immature and uninformed markets
 - ❖ Buyer adoption curve
 - ❖ Understanding the market gap
- Secret success to launch technical innovation
 - ❖ Understanding the nature of innovators
 - ❖ Changing in the marketing mix

THE SECRET OF GOOD MARKETING FOR PRODUCT LAUNCH

- Excellent market research versus the demographic trap
- Knowing the need and wants of attractive segments
- Productive manipulation of the elements of the marketing mix
- Addressing of the six stages of buyer readiness model

MARKETING PLANNING & IMPLEMENTATION OF A PRODUCT LAUNCH

- Issues that mould the marketing mix in the 21st Century
- To Tweet or not to Tweet – the web in context of attractive market segments
 - ❖ Social Media Marketing (SME)
 - ❖ Web Page Marketing (WPM)
 - ❖ Search Engine Optimisation (SEO) versus Conversion Rate Optimisation(CRO)
- Branding, extension strategies and product portfolio management
- The pre-launch check – planning for run-away success
- The tool of champions – a truly great marketing plan

MEASURE MARKETING SUCCESS

- Net marketing contribution and other KPI's
- Long term versus short term pressures
- The 22 immutable laws of marketing

GROUP PROJECT AND DISCUSSION

- Creating a new product marketing plan
- Hypothetical cases with some information will be allocated for the basis of this practical hands-on component of the workshop
- Milestones of the workshop and how to build on knowledge

ABOUT YOUR COURSE FACILITATOR

With over 30 years as marketing executive, **Leigh Cowan**, B. Commerce – Marketing (UNSW); Grad. Dip Strategic Planning (London City University), brings a vast range of experience and lateral thinking to benefit his clients. Originator of “The Law of Diminishing Brand Loyalty”, Leigh is a freethinker in commercial marketing management and a highly sought after expert. He presents his theories and conducts marketing training workshops both across Australia and internationally.

Leigh has had Marketing papers published, taught Fundamentals of Marketing to undergraduates at the University of NSW, Marketing Management at the UTS Graduate School of Business in Sydney and subjects as diverse as Marketing Communications, Consumer Behaviour and Strategic Marketing Planning and Strategy.

As a consultant over the past 17 years he has helped companies grow sales by as much as 50% in one year, successfully launch products that may have never found success on their own and saved business leaders from disastrous choices in corporate strategy.

Besides that, over the decades, Leigh has had profound marketing management and product launch success in Finance, FMCG, IT industry, Government and Professional Services. During a stint in the UK he helped an FMCG company increase its market share 6-fold in under 18 months, knocking the mighty Mars Corporation on its backside.

Leigh is currently Managing Director of Launch Engineering that specialises in new product development and launch, pre-launch and on-going marketing planning and strategy. He owns a proprietary system for pre-launch assessment of product launch that (to date) has always successfully predicted the outcome of a product launch.

Companies who have benefitted from Leigh’s expertise:

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|---------------------------------|--------------------------------|----------------------|
| ✓ ING | ✓ VietinBank | ✓ Nutella |
| ✓ Morgan & Banks | ✓ Allied Bank | ✓ Johnson& Johnson |
| ✓ AVCO Financial Services | ✓ NDB Bank | ✓ Lever Bros |
| ✓ Westpac | ✓ UnionBank of the Philippines | ✓ Colgate |
| ✓ Maybank | ✓ Muang Thai Insurance | ✓ Selsun Blue |
| ✓ United Overseas Bank Malaysia | ✓ Telstra | ✓ Ajax Chemicals |
| ✓ CIMB Bank | ✓ One.Tel | ✓ Cepacol |
| ✓ DBS Bank | ✓ Nestle | ✓ Mersyndol |
| ✓ EON Bank | ✓ Proctor & Gamble | ✓ Pharmicare |
| ✓ Bank of Ceylon | ✓ Unilever | ✓ Marion Merrell Dow |
| ✓ Bank Islam Brunei Darussalam | ✓ Carnation | ✓ Abbot Australasia |
| ✓ AM Bank | ✓ Mars | ✓ Sara Lee |

WHO SHOULD ATTEND

CEOs, Heads, VPs, Directors, Heads of Departments, Managers and Executives responsible for:

- ✓ Marketing
- ✓ Product Development/ Management
- ✓ Sales and Marketing
- ✓ Channel Marketing

From Across Industries especially:

- ✓ Banking and Finance
- ✓ Telecommunication
- ✓ FMCG
- ✓ Pharmaceutical
- ✓ Retail
- ✓ Technology

PRE-COURSE QUESTIONNAIRE

To ensure that you gain maximum value from this course, a detailed questionnaire will be forwarded to you upon registration to establish your exact training needs and issues of concern. Your completed questionnaire will be analysed by the course trainer prior to the event and addressed during the event. You will receive a comprehensive set of course documentation to enable you to digest the subject matter in your own time.

WHY YOU SHOULD ATTEND

This workshop is a comprehensive and up to date package that combines the consistently proven methods of the world’s most successful marketing companies using refined methods and latest insights. Key disciplines proven and routinely used by the world’s most successful companies to optimise product launch success and achieve marketing excellence. The most comprehensive product launch workshop for strategic and corporate executives.

Program Schedule

(Day 1 - Day 2)

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|---------------|---------------------------------|
| 08:30 | Registration |
| 09:00 | Morning Session Begins |
| 10:40 - 11:00 | Refreshments & Networking Break |
| 12:45 | Luncheon |
| 14:00 | Afternoon Session begins |
| 15:30 - 15:50 | Refreshments & Networking Break |
| 17:00 | Course Ends |