

something

GROUP ASSIGNMENT: Case Study 3, Marketing the new normal

MODULE NAME: Marketing

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“When you have the opportunity to do **something**,
you have to jump at it”

— Donald Trump, Jr-

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Declaration of own work:

We declare that this assignment is our own work and that we have cited the sources from which we completed the assignment.

GROUP ASSIGNMENT: Case Study 3, Marketing the new normal

Marketing, consisting of the so-called 4P's (or the marketing mix) has been one of the business functions most affected by the virus. In your previous case study, you analysed the effect of the virus on the market, now it is time to consider the effect thereof on the marketing mix.

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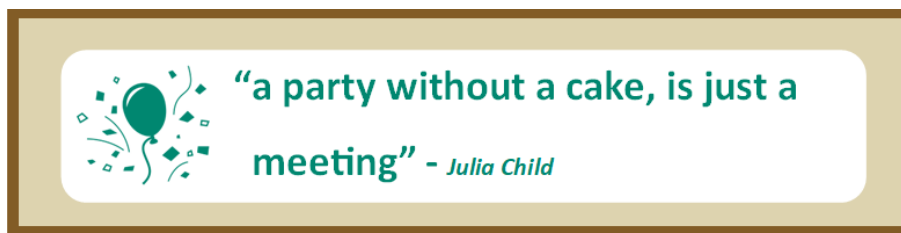
INTRODUCTION

Marie Antoinette, the last queen of France before the revolution famously said: *"If the people have no bread, let them eat cake"*. Just as this famous queen prefers to provide luxury item items to her people, so should be the aim of any organisation is to provide the best possible products to their customers.

The customer plays a big role in the designing of the marking process. When you've defined your target demographic and determined the competition, creating a marketing mix is the next important aspect to consider. To cater to its clients, each company wants its very own marketing blend. In this assignment, we'll explore the concept of the marketing mix, its meaning, and the marketing mix components. Within the first section, the marketing mix elements will be described. The onslaught of the Covit-19 virus and how it affected the specific marketing mix elements will also be discussed.

1. Follow the recipe

- *Just as great ingredients make great food, the 7Ps marketing elements form the best marketing mix*



When one thinks of baked treats, which one is your favourite? Do you associate your favourite milk tart or chocolate cake with a special event, for example, a party, your wedding day or graduation? Although many of us love eating cake, we don't know how much a baking method resembles the selection of the correct marketing mix (Adams, 2013). Developing marketing is like baking: it requires a knowledge of what organisations are trying to do, the collection of ingredients and the correct proportions for doing the job.

So what are we baking today? It must first be understood what you are aiming to do before knowing what ingredients you will need. What do you wish to achieve with a marketing mix? For a black forest cake, different ingredients are required than for pancakes. This move involves the convergence of priorities; you may have created the world's best banana bread but you would be sadly disappointed if your goal was to make a chocolate cake (Adams, 2013).

What ingredients do we need? Now that we know what we are going to do, what do we have to do? Sales merchandising, advertisements, discounts, sweepstakes, product sales and prices are all elements of the marketing process which need to be considered. It is a matter of selecting the ingredients that will be appropriate for your purpose (Adams, 2013).

A little bit of this ... a dash of that! For this phase, data analytics and market analyses are tools and organisation may use. There are market analysis techniques which can take a large number of marketing details and determine which elements have an impact (Adams, 2013). What is the perfect amount of flour needed in this recipe, and what will the secret ingredient be to make this cake unique? Proper proportions of all the ingredients must be used. The best combination of "ingredients" is needed to design the best and most appropriate marketing mix.

The ingredients of the marketing mix. The marketing mix is a common marketing method, typically confined to the main 4Ps, namely a place, product, price and promotion. This model was later adjusted to the 7Ps to accommodate service industries, by adding three additional elements, people, process and physical evidence (Hanlon, 2020). Booms and Pitner introduced three expanded elements, which allows businesses to analyse and assess the core issues impacting the selling of their goods and services. Organisations make use the 7Ps marketing elements as guidelines to set their marketing objectives as well as to do a SWOT analysis and to determine their competitors. It is also used for evaluation of an established market and working through suitable methods when assessing the mix components is a realistic process (Hanlon, 2020). In the next section, this marketing mix and the influence the COVID-19 virus had on it will be discussed.

1 THE MARKETING MIX

The differential strategies a service business or industry implemented to overcome the COVID-19 market constraints will be discussed and analysed.

The marketing mix elements are as follows (Hanlon, 2020):

The ingredients of the perfect MARKETING MIX

1. THE INGREDIENTS

The 7 Ps are a compilation of well-known marketing strategies that you can use in any mix to attract your target market consumers. The 7 Ps are verifiable, but subject to the marketing climate both internally and externally. The synthesis of these multiple marketing methods to satisfy the expectations and preferences of the clients has been called a 'tactic marketing mix.'

-  Product
-  Price
-  Promotion
-  Place
-  People
-  Process
-  Physical evidence

2. THE METHOD

Product: Product refers to what you are selling, including all of the features, advantages and benefits that your customers can enjoy from buying your goods or services. When marketing your product, you need to think about the key features and benefits your customers want or need, including (but not limited to) styling, quality, repairs, and accessories.

Price: This refers to your pricing strategy for your products and services and how it will affect your customers. You should identify how much your customers are prepared to pay, how much mark-up you need to cater for overheads, your profit margins and payment methods, and other costs. To attract customers and retain your competitive advantage, you may also wish to consider the possibility of discounts and seasonal pricing.

Promotion: These are the promotional activities you use to make your customers aware of your products and services, including advertising, sales tactics, promotions and direct marketing. Generally these are referred to as marketing tactics.

Place: Place is where your products and services are seen, made, sold or distributed. Access for customers to your products is key and it is important to ensure that customers can find you.

You can set yourself apart from your competition through the design of your retail space and by using effective visual merchandising techniques. If you are not a retail business, place is still an important part of your marketing. Your customers may need a quick delivery turnaround, or want to buy locally manufactured products.

People: People refer to the staff and salespeople who work for your business, including yourself. When you provide excellent customer service, you create a positive experience for your customers, and in doing so market your brand to them. In turn, existing customers may spread the word about your excellent service and you can win referrals.

Process: Process refers to the processes involved in delivering your products and services to the customer. It is also about being 'easy to do business with'. Having good process in place ensures that you: repeatedly deliver the same standard of service to your customers and save time and money by increasing efficiency.

Physical evidence: Physical evidence refers to everything your customers see when interacting with your business. This includes: the physical environment where you provide the product or service, the layout or interior design as well as your packaging and your branding.

Figure 1: The marketing mix elements

1.1 Stressed vs Desserts

- *Because stressed spelt backwards is desserts: The influence of COVID-19-19 on the marketing mix*

COVID-19-19 has significantly transformed how consumers take action and have disrupted numerous habits. It still needs to be decided whether these behavioural changes will last, or how long they can last before we can return to "normal." However, there's no question that internet shopping and the use of online media will continue to grow (Lieshout, 2020).

Marketers make use of historical data to evaluate their marketing campaigns. In the current environment, it is necessary to consider the dynamics of the customer's decision-making process (Lieshout, 2020). Marketers need to understand in which manner users react to online sites, advertising, and innovative ideas on. When adapting the campaign mix to the effect of this epidemic, it is important to developed marketing strategies which are rooted in action, and which will give a product or a company a competitive edge within their market (Lieshout, 2020).

In periods, like this which behavioural transformation is encouraged, it is important to remember the basics of customer decision-making. The SKIM Habitual Deliberate Decision Loop delivers the marketers with a structure to analyse these decision-making actions. In certain business sectors, buyers mostly arrive from the usual side of the loop: the products and services they require, how much, when, as well as the offer price. These choices are represented as a repetitive pattern (Lieshout, 2020). Brands aim to attract their consumers, keep them within this usual spectrum or pattern. They design their campaigns to achieve this.

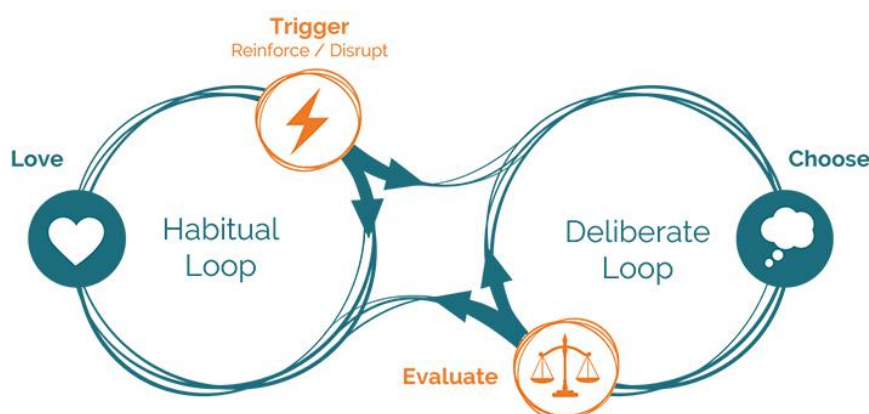


Figure 2: SKIM Habitual- Deliberate Decision Loop

Marketers then make use of 4/7Ps to compel customers to pick or test out their brand at the time of transition (Lieshout, 2020). A change in context is usually appropriate to modify the normal behaviour of the customers. The changes in the marketing mix make the consumer question their product or service decision, and therefore lead to different product choices.

COVID-19 played a role in the changes of these processes: rapid and abrupt alteration in the context that has created a disturbance in all of our normal decision-making processes (Lieshout, 2020). Customer choices in products shifted. In the face of social dissociation purchasing decisions that were once considered natural are now more deliberate. The change in behaviour starts with the emotional state of the consumer, for example being worried. This then results in different decisions making processes, for example, panic buying of goods.

If consumers go back to 'old routines' or find something different that they like, markers can enhance or disrupt behaviours according to their marketing plan. Companies can retain market trust when handled properly and create new products or services that have a stronger impact on the current economic environment (Lieshout, 2020). To do so, organisations need to reassess the fundamentals with the 4P: product, price, position and promotion (Grover, 2020). In the next section, the ways to alter these elements to accommodate the changes due to COVID-19 will be discussed.

1.2 Lemon meringue pie

- *When life gives you lemons, bake a lemon meringue pie: Adjusted and re-applied marketing mix elements*

The coronavirus pandemic has demonstrated, many organisations are struggling with how to adapt their strategies, while others are demonstrating successful (Raymond, 2020). To survive in the fast-changing COVID-19 environment, the marketing mix elements need to be adjusted and re-applied overcome the market constraints. In this section, we will look at these changes.



According to Euromonitor International, there are six key coronavirus era themes. They are: From Sustainability to Purpose, Hometainment and the New Experiential Consumer, Where and How Consumers Shop, Wellness Redefined, Innovation and the New 'Core', as well as The 'New Normal'.

Beyond the inclusion of ethical credentials and environmental concerns, such as plastic pollution and climate change, the idea of sustainability develops into a more holistic approach that aims to create social, environmental and economic value (Euromonitor-International, 2020a). Market research indicates that more consumers are preferring to purchase sustainable and environmentally friendly products. Marketers need to consider this when it reassessing the placement of produces within the marketing mix.

Consumers are redefining and adapting their daily routines while staying longer at home, further strengthening many of the pre-COVID-19 trends towards hometainment and digital experiences. This creates strategic chances across products and services (Euromonitor-International, 2020a). Marketers need to consider this when reassessing how they acquire and in what space consumers make of their products. This may influence the element of place within the marketing mix.

It is accelerating the rise of online, click & collect, frictionless retail and direct-to-consumer. The shift to digital distribution has been fast-tracked by the retail restrictions in place during the pandemic. It will prompt new strategies for retail operations and consumer demands (Euromonitor-International, 2020a). Marketers need to consider this when reassessing the placement of products within the marketing mix. This will influence marketing in terms of promotion, as well as placement.

The main aspects of optimal health, health in its purest form and the adoption of a holistic approach that includes spiritual and physical well-being are being strengthened. The focus is on mental wellness and emotional health, with the notion of happiness becoming a more tangible commercial outlook (Euromonitor-International, 2020a). Marketers need to consider this when reassessing the type of product they offer, as well as how the product message is presented to the consumer.

The demand for health-boosting ingredients for which consumers will pay a premium will drive innovation (Euromonitor-International, 2020a). In the same manner, the way consumers work, shop, eat, drink and play will be driven by lingering home seclusions. Changes in consumer mind-set will also drive reduced use of non-essential items, focusing on self and family, and preventive and immune health (Euromonitor-International, 2020a).

Euromonitor International further argued that the market during the Corona period was influenced by innovation. Prominent innovations include providing customers with home-based services, such as beauty consultations and content on DIY (Euromonitor-International, 2020a). Marketers need to consider this when reassessing the type of product they offer, as well as how the product message is presented to the consumer.

At the same time, businesses are reorienting themselves around simpler, more cost-effective product lines such as private label and general health products, and streamlining production processes. Innovation will be driven by demand. Brands who fail to innovate in terms of product design will struggle to survive (Euromonitor-International, 2020a).

'Value' will become one of the most important factors the consumer consider. For example, consumers will consider the value of products capable of replicating the restaurant experience in your home. Retailers who seek to simplify their portfolios are likely to press smaller brands. Short- to medium-term innovation should focus on consumer agility, communication, efficiency and consumer costs. (Euromonitor-International, 2020a). The combination of premium quality and a well-known

monetary value approach is likely to be a long-term strategy. Trading down and off physical outlets could lead to new expenditure and better experiences elsewhere. High-quality e-commerce and live streaming events to expand into new brands and new products (Euromonitor-International, 2020a).

New attitudes towards physical remoteness, health and remote labour create opportunities in terms of product development and placement. Companies will work to diversify supply chains while investing in digital technology and virtual experience. The very concept of group consumption is knocked out by social distancing (Euromonitor-International, 2020a). Their value proposition and technology will be the focus of retailers. Marketers need to consider this when reassessing the type of product they offer, as the price and placement of their products within the marketing mix.

Because of COVID-19's impact, conventional marketing elements are adapted:

1.3 Product

Consideration of the disruption possibilities that accompany behavioural changes is critical. Marketers need to determine what innovative product ideas or principles will direct or affect consumer habits when the COVID-19 crisis ends (Lieshout, 2020). Marketers need to consider if the pandemic will shift the sense of what people believe they need, and what new product categories can arise as a result of perception change.

The need to balance the short term and long term consumer requirements will become a challenging problem in product-associated actions (Raymond, 2020). Product placement briefly restricts choices to concentrate on "key products" and lower supply chain costs, as well as assigning some share of the manufacturing capital to produce crisis-related products (Raymond, 2020).

Many businesses have suspended existing innovation programs to concentrate on current initiatives aimed at alleviating the urgent needs of customers. As marketers need are adjusting to these product shifts, it is necessary to consider potential opportunities for innovation in response to behavioural changes (Grover, 2020).

Unanticipated consumer behavioural changes would also require revisions to product developments. For example, the changes in the product development of Facebook in COVID-19 offer an interesting example. Facebook moved attention away from personal areas of interest, such as Facebook Marketplace and Facebook Events, to offer more subsidy, and accessibility for areas such as Facebook Messenger, Facebook Live, as well as WhatsApp, where demand increased dramatically (Raymond, 2020).

Increasing and virtual reality in combination with holographic experiences transforms online shopping channels for consumers. Luxury experiences will be more focused on the at-home experience and brands will need to secure high-quality and meaningful experiences with all channels (Euromonitor-International, 2020a). Online product and service delivery have become important. For example, cooking at home have become important. Free online cooking classes, some led by well-known chefs, help to promote this trend. There is also a further increase in the trend towards digital education and pastimes, including the continued growth of game and online sporting activities that offset the absence of regular sporting events.

Toy companies are further repositioned as entertainment companies and expect to strengthen the digitalization of games and pastimes (Euromonitor-International, 2020a). The convergence of beauty and wellness also shown a fast development in terms of product expansion. New products are supporting issues relating to sleep, stress and anxiety, immunity and energy. Digital solutions for health and luxury brands are also strengthened, which aims to transform into mental, emotional and spiritual health (Euromonitor-International, 2020a; Euromonitor-International, 2020b)

1.4 Place

The growth in internet shopping and the use of social media increased. This shift in perspective requires the development of new online actions for some organisations, taking user preferences in consideration (Lieshout, 2020). To retain these online consumers in the habit of selecting your brand, knowing what drives online decision-making is critical (Lieshout, 2020).

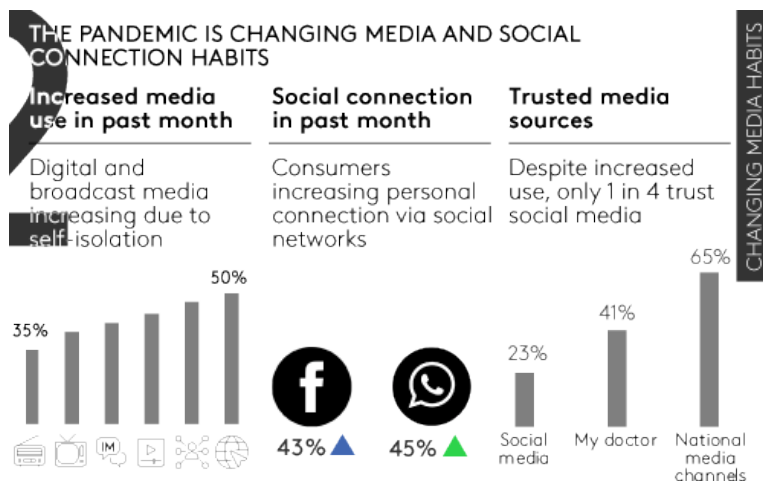


Figure 3: Changing Media and Social Consumer Habits (Kantar, 2020)

Studies have shown that there is a major increase in the use of online social interaction, as well as the use of the content provided on media platforms (Kantar, 2020). This will influence how marketers communicate their product message. The way consumers connect with companies socially and obtain goods and services has drastically changed.

The key concern for businesses should be on how they communicate with their consumers, their consumer experiences with their brand, as well as how business can optimize customer support to offer consumers what need and want (Raymond, 2020).

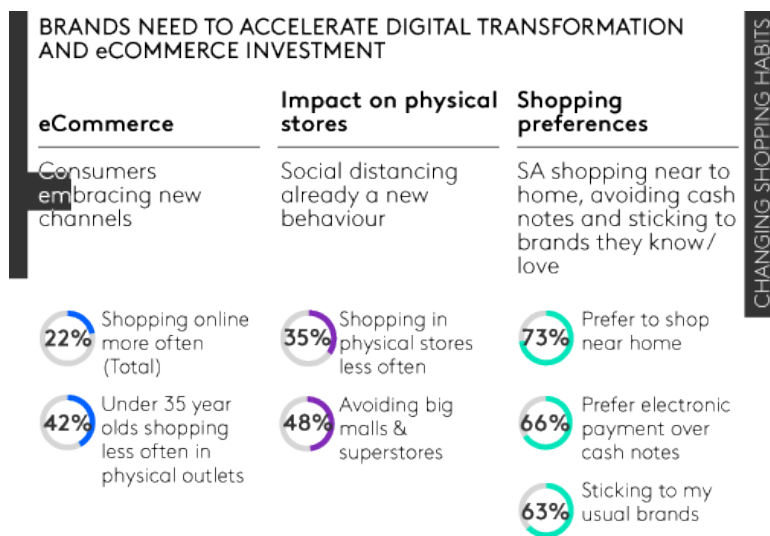


Figure 4: Changes in shopping habits (Kantar, 2020)

Studies have shown that brands need to accelerate digital transformation and e Commerce investment (Kantar, 2020). Organisations need to consider online shopping channels as well as the impact of the pandemic on physical stores. Some aspects marketers need to consider are as follows: Introduction of chat option via an online platform. Provide consumers with an extended message and phone service periods. Provide interactive solutions to in-person or sales-guided events, extended distribution and process execution opportunities as well as the improvement of organisations online instructional material and FAQs to promote interaction (Raymond, 2020).

Given its physical retail dependency, over-dependence upon wholesale and undeveloped e-commerce capabilities, COVID-19-19 has a strong influence on the distribution products. COVID-19-19 has become the ultimate retail disruptor that could accelerate the introduction of e-commerce, as well as the expanding of clicking & collecting formats. Significant shifts in who is buying and how many changes imply to the marketing, marketing and promotion of retailers and brands (Euromonitor-International, 2020a).

1.5 Price

With global volatility and challenges, consumers are taking more vigilance, rightly, before deciding to buy. While often price is principal, circumstances and timing of spending are also key considerations (Raymond, 2020). Businesses and marketers must ask themselves what improvements to costs, deals or enhancements to terms of service we will apply to make customers happier with products (Raymond, 2020).

This is not just a promotion matter; but it will entail feedback from several practical players, from finance to operations (Raymond, 2020). Organisations need to consider withdrawal or adjustment of indirect fees e.g. delivery and handling fees, to facilitate changes in the sales channels, provide extended free trials and larger opportunities for conditional cancellation, and lastly to provide discounted or packaged rates to maintain an increase in volumes of orders, even at lower margins (Raymond, 2020).

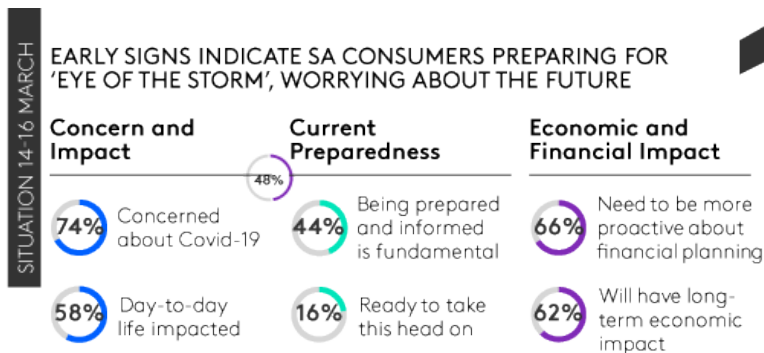


Figure 5: Consumers economic concerns (Kantar, 2020)

Studies have shown that consumers are concerned about the impact of this virus. More than 66% of consumers indicated that they need to be more proactive about financial planning, as well as that they foresee that this pandemic will have a lasting impact on the economy (Kantar, 2020). This will have an influence on the price placement of products by organisations.

Organisations should not immediately avoid proposing price increases to your retail consumers if organisations want to maximize volume. Instead, they should consider adjusting by upgrading or downgrading the name, quality and price combination (Lieshout, 2020). Optimising the demand for the consumer and optimizing net sales is important (Lieshout, 2020). It begins by understanding the various buyers, where they are shopping today, how the circumstances have changed for them, and what alternatives they are embracing.

Organisations should follow the path of the consumer's judgment. This can involve strengthening and encouraging purchasing habits for existing customers, while organisations deliver a discount for other shoppers to drive them to a new brand through the deliberate loop. To achieve your net revenue management target, organisations have a comprehensive, data-informed pricing approach must be implemented (Lieshout, 2020).

No doubt new environments and preferences will affect the pricing of portfolios. Organisations should segment new and loyal customers and then look at how they are spending today, how things have changed for them and what options they are considering (Grover, 2020). Track the consumer judgment process on the consumers to find the solutions.

This may mean improving and reinforcing purchasing habits for existing customers, while at the same time delivering an incentive to cause a strategic brand option to encourage new customers. A data-informed pricing approach will now be more important than ever to achieving net sales targets (Grover, 2020).

1.6 Promotion

Based on where customers are in the post-crisis decision cycle, organisations can seek to strengthen brand loyalty, for example by improving social media engagement (Lieshout, 2020). Now more than ever it has become important that marketers should consider this change in potential advertisements, as well as marketing (Lieshout, 2020). To create the most effective communications and graphics, it is necessary to consider validated engagement models based on behavioural sciences (Lieshout, 2020).

The scale of COVID-19-19 might be exceptional, causing a lot of brand confusion but it will pass. Indeed this situation has affected the decision-making of people in respects that have not been seen in the past. What is most important for organisations, as well as their brands, to remember though is how to turn short-term obstacles into long-term opportunities (Lieshout, 2020).

Marketers need to be involved and knowledgeable in appreciating decision behaviour and how to impact customers through their decision chains (Lieshout, 2020). Organisations need to analyse not just the plans or platforms they make use of to reach their customers as well as to execute their communication campaign, but also the mean to communicate their message across networks (Raymond, 2020). Marketers need to consider if consumers perceive their product or service-related details in the same way they always have, and if not how they do like us to respond to this change in perception. Marketers would continue to make specific adjustments in the advertising budget, and others not as evident ones, by paying particular attention to success indicators that can indicate that more improvements need to be made through the different strategies they use.

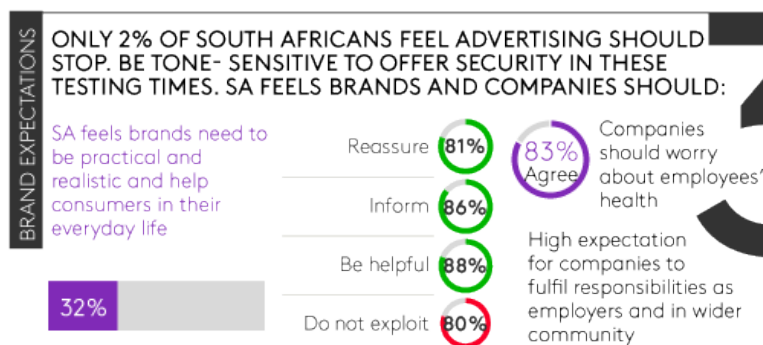


Figure 6: Brand expectations (Kantar, 2020)

Studies have shown that consumers feel that brands have a responsibility to reassure and inform them in terms of their brand and the current social situation (Kantar, 2020). This needs to be considered by marketers when designing future brand messages. Marketing mix provides the most impactful content, both online and in-store, to maximize visibility, interaction and conversion. Based on where customers are in their decision-making process, advertisements should seek to improve brand loyalty, for example by enhancing social media interaction (Grover, 2020).

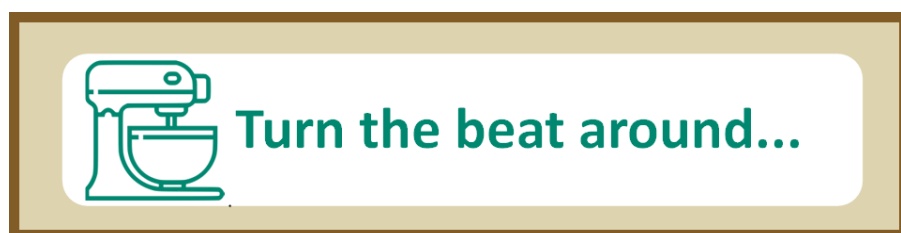
When considering these changes and the influence of them on the marketing mix, the three major customer needs: security, communication and entertainment need to be considered. Consumers changed their values and attitudes which lead to increased competition in the markets. However, organisations need to consider that competition is often an opportunity to react to emerging business conditions and adjust to them (Grover, 2020)

Utilizing ethical values and brand positioning, companies move production towards a greater good. Health, beauty and fashion brands need to invest more than ever in local products and focus on the brand heritage, transparency, security and origin. Companies want to be able to support local communities with a focus on the quality of life (Euromonitor-International, 2020a). COVID-19-19 is expected to revise consumer priorities for the short to medium term. Issues such as food waste, animal welfare and food safety are at the forefront, while others like sustainable packaging and sustainable procurement are losing out. While sustainability initially takes a seat back to health, standardization follows (Euromonitor-International, 2020a). In the next section how these changes can be implemented, as well as some examples will be presented.

2 NEW MARKETING MIX APPLICATIONS

- *In business organisations only fail if they stop trying. To survive in businesses sometimes new marketing mix applications need to be implemented.*

To understand the impact of Coronavirus on the marketing mix, the new marketing mix applications need to be investigated. In the next section, we will explore how businesses can re-strategise and adapt their marketing.

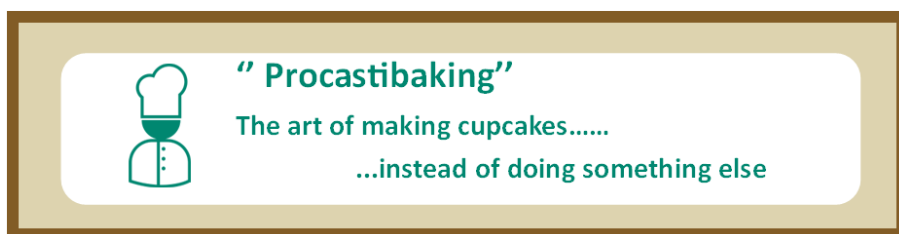


The epidemic of COVID-19 has devastated the lives of individuals and enterprises alike. Development opportunities and strategies to surmount obstacles arrive with change. Crisis times make organisations stronger, more inventive and possibly more profitable than ever (Pesach, 2020).

The organisation can use the situation to their advantage with the right attitude and discover new innovative plans to assist them to prosper. Organisations need to consider the competition and clients to find potential prospects for bringing the company to higher growth standards (Pesach, 2020).

2.1 “Procastibaking”

- According to the dictionary, the word procrastination means: “action of delaying or postponing something” In times of crisis organisations need to do the opposite of procrastination. In terms of marketing, organisations need to reposition yourself to keep the interest of your customer. Often to do so you, organisations need to readjust your marketing ‘recipe’ to fulfil the needs of your customer:



It's good to keep your eyes open for opportunities; just make sure organisations have a practical outlook. Marketers need to consider the following:

Restore the Promotion and Distribution Funnel: Most companies record low conversion tariffs. Even though customers are not investing at the moment, though, they will do so in future. So updating the marketing and distribution process to reflect this new paradigm is best practice. In these tough economic times, organisations should give the customers anything different: free trials, free classes or free workshops (Pesach, 2020). Provide them with more content and also free up paid content. By delivering your consumers reliable and high-quality content, organisations can develop trust, communicate with your audience and improve brand recognition. Organisations are also promoting sales when buyers have the knowledge they need to make better purchase decisions (Pesach, 2020).

Responding to the Pandemic: Some companies assist distressed populations, some in health care organizations provide much-needed assistance. They offer levity, comfort and support to those who are most in need of them (Pesach, 2020).

Investing in digital marketing: Psychological distancing is the latest norm at the moment. Even after the crisis is resolved, we will be left with distancing between individuals. Many people take to the internet to learn to handle the distancing.

People still also want to study goods and services online before approaching a firm. Another perfect example of communications strategy for overcoming this is spending more on training clients (Pesach, 2020). It will give companies a perfect opportunity to communicate with clients and create positive connections. There are just a few ways to reach the clients; Build the website's learning hub, offering manuals, articles, webcasts and classes. Use the tools of online learning. Organisations will build software and development systems that can be of assistance to the clients (Pesach, 2020).

Digital Events: Organisations can hold a simulated event though thanks to technology. Digital activities take place on the internet and are not limited to a single venue. With the internet, access organisations can take part from anywhere in the globe in a simulated gathering (Pesach, 2020). There are many reasons why simulated activities are important to businesses during this crisis. Organisations hit a larger audience and people from everywhere (Pesach, 2020).

Mind the Business Pains: Many companies have suffered from the COVID-19-19 crisis. For the future, these businesses will need to reinvent themselves. For example, the tourism industry should look at alternatives such as interactive tours or 3D tourist spot visuals (Pesach, 2020). Businesses which struggle to reinvent themselves will be taken out of the market. Undertakings ought to mix strength and mobility to emerge winners in this crisis. They have to decide where to be solid, and where to be versatile. Thus, a good example of a marketing approach is to look at the business and find the different pains the consumers may feel. It will provide lucrative opportunities to optimize your company (Pesach, 2020).

Companies must pay attention to how this situation affects the environment and schedule strategies accordingly, rather than waiting and anticipating that no improvements are made. Examples of the forms of changes that we see and plan to see in marketing methods and developments (Talbot, 2020) are as follows:

- Investing in targeting marketing campaigns to drive online sales.
- Changing budgets to support at-home and distribution choices.
- Focus change from the marketing of luxury brands to entry-point or daily goods.
- Fine-tuning broadcast shares by strategies, as we observe demand-driven market swings through multiple distribution platforms.
- Monitoring data from different geographies of differing impact amounts.
- Use social opinion patterns and several Google searches on related key terms as metrics to inform marketing behaviour.
- Learning how to leverage campaign investments and pass apprenticeships across markets in rapid response.
- Measurement of unique innovative approaches to the viruses.

2.2 Flat Pancake

- *Because sometimes your plans fall flat like a pancake: What was the impact of COVID-19-19*

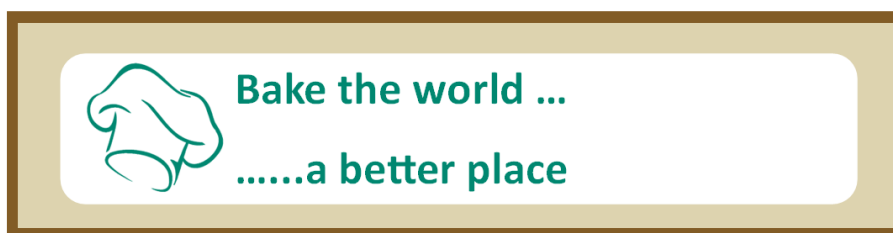
The COVID-19-19 epidemic, from our medical, social and business practices, has had a dramatic effect on our lives. Marketers have had to come up with new ways to communicate with their clients with companies being stopped around the world. As we may have to learn how to deal with the virus; post-lockdown those methods may also be widespread (DigitalCloud, 2020).

Visual marketing awareness: Advertisers need to be hyper-conscious of how they represent their products. For eg, as long as this epidemic is a big global problem, it will be unethical for advertisers if companies display photos of people hugging, at a party, and coughing without a towel covering their mouths, as this undermines the latest social distancing message. Therefore advertisers must ensure that all the pictures they use to endorse the laws of the government such as remaining at home and social distancing. It also means the company won't be deemed reckless and disrespectful (DigitalCloud, 2020).

Turn to social media: When people stay home they searched for ways to help communicate with friends, families and brands. Indeed, this pandemic has underscored the potency and relevance of social media marketing. Brands have been able to link to their customers via social media without needing to be active. In the future, we might see more companies relying more on their visibility online and social media as well as interacting with consumers (DigitalCloud, 2020)

2.3 Be part of “that” corner bakery

- *Marketing during the COVID-19-19 Crisis: Cases, Strategies, Examples*



All companies will have to switch marketing strategies as the crisis continues. Changes to operating hours, customer communication, budget allocation, new product releases and planning have been made (Nesterenko, 2020). The focus should shift to on online commerce; advanced delivery and payments; increased shipping; access to paid content; increased volume of content; social and charity campaigns; anti-crisis offers; collaborations; online experience products; and adapted marketing communication. The stay-at-home situation has been used by the organization to market their products. Below are just a few examples:



Figure 7: #ArtOfQuarantine by Looma for Ministry of Culture and Information Policy of Ukraine

The Ministry of Culture and Information Policy of Ukraine, adjusted their famous posters of artworks to express their awareness of the COVID-19-19 pandemic. Here they playfully placed their product in the current situation, allowing the consumer to relate to this product.



Figure 8: A Safety Driven Lifestyle by TBWA for Nissan

Within this campaign, Nissan focused on the marketing mix elements of product and placement. By showing their support for individuals who stays at home they enhance the message of safety. By placing the slogan, “A Safety driven lifestyle” in direct comparison with their message of safety to stay

at home. By placing the image of their car seats in the situational context, they enhanced their product message of safety cleverly.

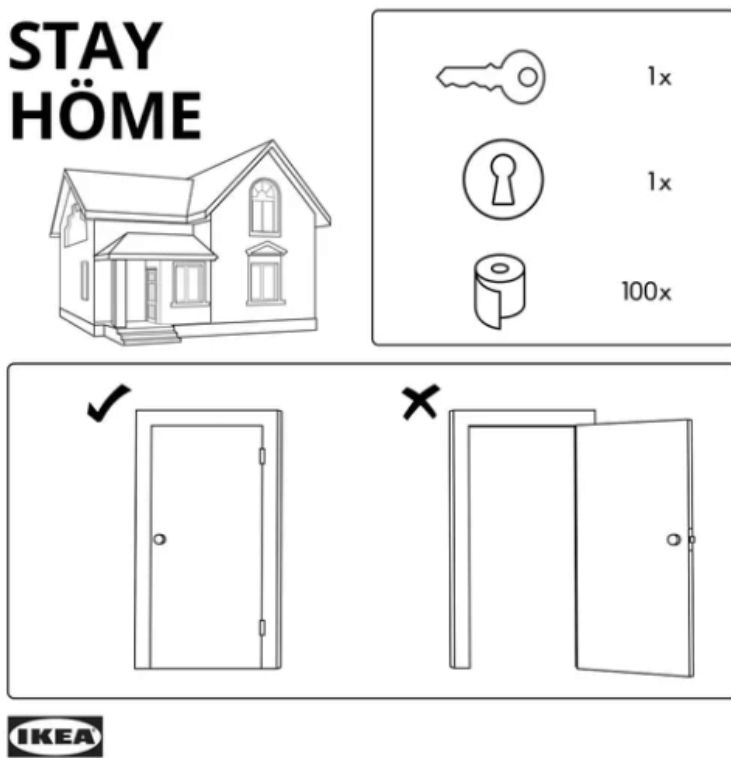


Figure 9; Stay Home instructions by McCann Tel-Aviv for Ikea Israel

Ikea is known for its simple instructions when it comes to the assembly of their products. By presenting their message to be safe during this period, similarly, they promote their brand subtly.



Figure 10; Keep Your Distance by National Parks and Wildlife Service South Australia

National Parks and Wildlife Service South Australia, promote their brand by cleverly reminding consumers regarding social distancing by making use of images of the animals in their parks as guides for distances.



Figure 11: #stayhome by Digital Chain for Raketa Delivery.

Raketa Delivery promote their brand by placing their products in the current context of social distancing. They furthermore advertise that they now deliver, changing their product placement, by bringing the product directly to the consumer.



Figure 12: Le Whopper de la Quarantaine by Burger King France.

Burger King, France playfully present the ingredients needed to make your burger at home. This message allows customers to feel that this brand understand their needs, by providing a message that even though they cannot buy their product that they do understand the customer “cravings”.

IF YOU EVER DREAMED OF PLAYING FOR MILLIONS AROUND THE WORLD, NOW IS YOUR CHANCE.

Play inside, play for the world.



Figure 13: #playfortheworld by Nike.

Nike provided this powerful message: that even they sponsor major sport starts in achieving their dreams, they now support the individual to be the “hero” by staying home. This message supports both the message of staying at home, as well as the brand message of high-level sport achievement.

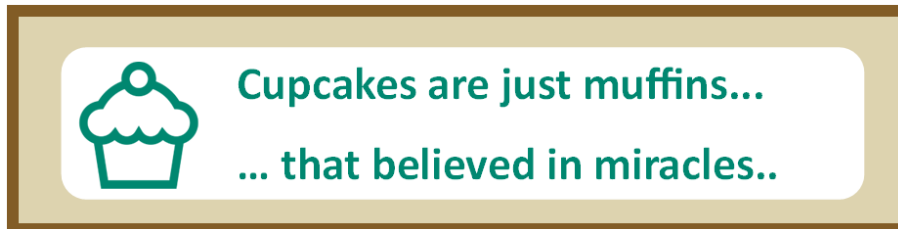


Figure 14: It's time to flatten the curve for Gold's Gym by Miami Ad School.

In this last example, this gym playfully makes use of the message of “Flattening the curve” in direct relation of their product offering of fitness and losing weight, thus indirectly supporting their brand message.

2.4 Sprinkles

- *Innovate: Organisation scan always safe the day with sprinkles*



During the crisis, industries such as travel and tourism, airlines and transportation, sports and entertainment, outdoor activities, events, rental services, insurance and the property market suffer the most (Nesterenko, 2020). Few companies are trying to adapt their seemingly offline services to a new reality and in the current online marketing, Online Experience is a new term. Brands are trying to come up with different experiences relevant to their main service by far and their only limit is imagination. Marketers are testing new formats of interaction from conference calls with llamas to dining with celebrities (Nesterenko, 2020).



Figure 15: Airbnb Online Experiences house.

This is a major shift in their marketing mix when it comes to product placement. For example, Airbnb has launched Online Experiences where people can enjoy multiple activities without leaving their home. Sweet Farm Sanctuary launched Goat 2 Meeting This program allows organizations to invite your video conference call to a llama, goat, pig or several other farm animals. And lastly, the Barba grooming studio in New York City has launched a Virtual Hair School. Customers learn through Zoom classes to do men's haircuts and even get a certificate.

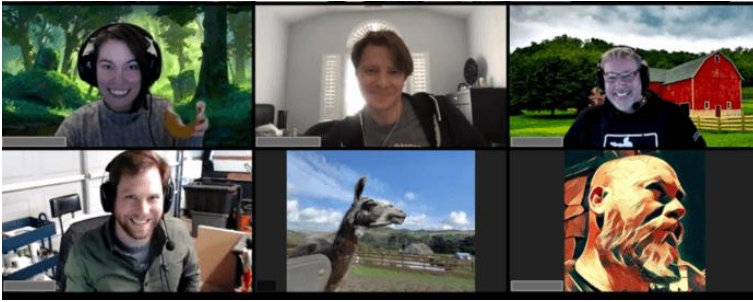


Figure 16: Sweet Farm video call



Figure 17: New York City's grooming studio

2.5 Cookies and milk

- *Because life is short, have cookies for breakfast: SA consumer behaviour change*

Some South African brands also showed their support during the South African lock. The memorable 'friends don't let friends panic buy' initiative, Pick n Pay has already excelled in that respect (Kantar, 2020). This brand message provide a message of sustainable purchasing behaviour's as well as community message, that "we are all in this together"



Figure 18: PnP don't panic buy

Nando's also provided with a brand message through their # alonetgether campaign, stating: "If there's one thing this country knows, it's how to get together ... even if we have to stay apart," posting a video of how they're turning off their flames for the first time since lighting them up in 1987. This gave a strong message of how individuals support to be safe during this time, but also support their reputation.

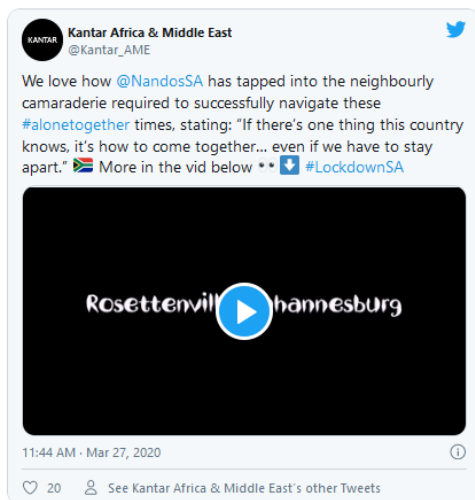


Figure 19: Nando's, Alone together message

How to change the COVID-19-19 Marketing Approach

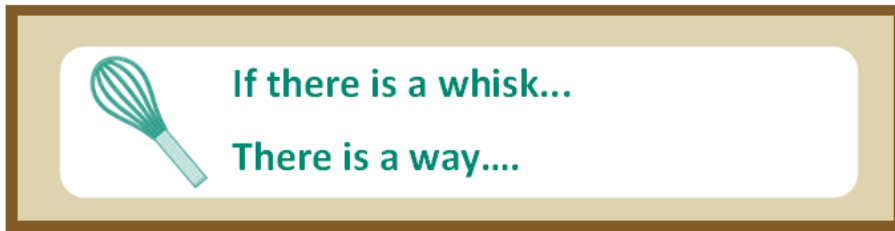


Organisations need a strategic approach to modify and evolve how they lead their staff, talk to their clients and handle their products in a crisis environment that is subject to accelerated transition (Starita, 2020). Customers will never realize if the finance or HR department of an organization reacts to a big unexpected occurrence, but messaging is at the heart of any ad strategy, advertisement and platform, representing the movements. Organisations set the tone for how the company perceives consumers during a tough period (Starita, 2020).

All businesses can work with dignity and courage, particularly though they are under threat from a rapidly changing situation. Many with a well-suited product or service for tough times must, meanwhile, tread carefully, should consumers believe they manipulate the catastrophe (Starita, 2020). Marketers shouldn't wait before issues arise or the market move in a particular direction before preparations are made and steps taken (Starita, 2020).

2.6 The magic whisk

- *Because organisations always need the best tools: How SA kept brand active*



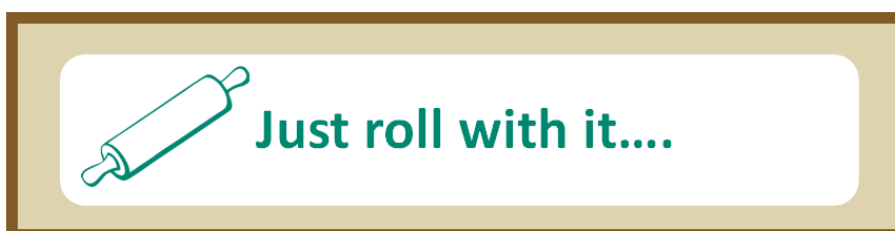
A study by marketing campaigns firm HaveYouHeard showed that South Africans want marks to be prominently advertised in their lives during the lockdown. According to the firm's Strategy Head Ryan McFadyen, the survey's 780 respondents' ultimate expectation was that brands should be involved and beneficial, whether to them, the individual client or the general public at large. In reality, 37 per cent indicated spontaneously that they wanted brands to continue advertising or be involved in their lives while only 8 per cent felt the other way around (TMO, 2020). The report also stressed that despite the pandemic, customers keep the products to the highest possible expectations.

People need people and they have a desire to belong, which for any brand is a key role. But lockdown, face masks and social distancing both limit social connections and create an opportunity to foster social interaction within the law's constraints. Whether marketers create spaces or avenues for people to come together and connect will be crucial. (TMO, 2020). 'Corona Fatigue' is also starting to set in and the escape is very difficult. This will thus become a major driver for consumers, seeking brands that can make it easier to escape the overwhelming stress and threat from COVID-19-19 to think, do, believe and engage with what life used to be like.

The report concludes: "The brands must have a clear understanding of their audience. The COVID-19-19 crisis will inevitably change the world in which we operate and thus the insights around your audience before the pandemic will have changed considerably. Efforts to uncover these insights will be invaluable since the difference between successes or failure could be a simple insight (TMO, 2020). Examples of quotes from respondents about brands can be found on the next page (TMO, 2020).

2.7 Donut kill my vibe

- *Set the scene: Scenario Planning for Marketing*



Foresee the future and create appropriate action plans to stay ahead of market disruption (Starita, 2020). Organisations need to identify potential optimal, bad, and intermediate scenarios from the perspective of the business, its clients, and vital stakeholders that could play out during the crisis. Marketing, however, does not merely depend on the high-level organizational situations but must go deeper with its organization and company. Marketers must dig down to identify the unique obstacles that can be faced in each case by consumers, the company and the marketing agency, and determine steps to take (Starita, 2020). Market interest in both government and big corporations had diminished well before the coronavirus appeared. People are now more associated with families, friends and small businesses. The ongoing pandemic can intensify the brands that the mistrust consumers have. By rising to the challenge, brands will need to press through the tide to rebuild faith through customer-centred behaviour (Starita, 2020).



2.8 Cookie-cutter

- *We are not living in a cookie-cutter world: Marketing Strategies evolved during COVID-19-19*

Organisations to pick up on trends in customer behaviour and engage with customers online in different ways. These changing trends make it important for advertisers not to divide buyers into groups but to treat consumers as individuals (Starita, 2020). By focusing on real-time data, advertisers can now more than ever help customers build meaningful experiences. With these tailored insights, consumers will benefit from appropriate, constructive interaction that is consistent irrespective of distance, platform or travel route that is expected to differ for and individual user (Starita, 2020).

How to adjust the Marketing Mix recipe:

- 1. ANTICIPATE CONSUMER NEEDS**

Social distancing can give rise to tension, depression, anxiety and a feeling of isolation. That makes it important to recognize and resolve customer desires before it becomes a problem area. For example, with schools and workplaces closing, parents are having trouble working from home and raising their children. Real-time analytics and technologies that predict customer desires and needs are important to establish positive, constructive interaction with customers through advertisers and brands. Brands have a chance to have real time security, a sense of connectedness
- 2. LEVERAGE TECHNOLOGY**

It has become a challenge to meet customer needs, and you must think about how best to serve customers with limited resources and social distancing constraints. Organizations, especially e-commerce giants are over-burdened with rising online orders, stocks running out, prioritizing essentials, and ensuring the health of employees and customers. All marketing efforts must now be reframed through the lens of COVID-19 and its broader business impact. Concentrate on improved custom connectivity and ways to keep networks going. You might not be able to visit your local retail store or restaurant but a practical option may be the interactive world created online combined with innovative new distribution and business services. Then technology should serve as the backbone for quickly delivering those ideas.
- 3. DIGITAL WORLD**

As people stay at home, they're spending time on their mobile devices and online platforms are already rising. They spend more time streaming entertainment platforms, social media linking to the outside world, e-commerce shopping portals, and so on. Although COVID-19 has disrupted marketing and advertising initiatives, we can expect marketers to keep their plans fluid and ad-spends tweaked to reach customers where they are. The adjustment of marketing budgets as consumers consume more digital media and social distance practice. For example McDonald's is also stressing safety, cleanliness, and promoting its McDelivery and Drive-Thru services through advertising campaigns to focus on consumer safety.
- 4. CUSTOMER FOCUS**

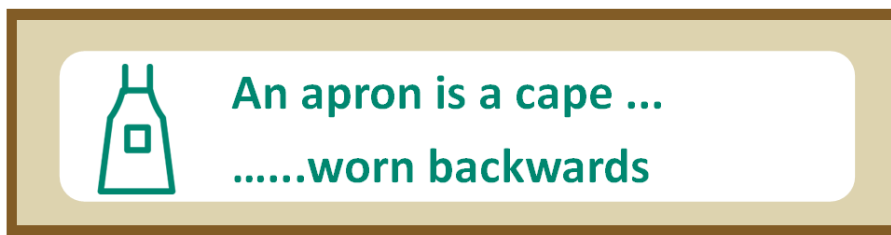
In stressful times like these, companies need to concentrate on instilling customer trust, supplying them with the resources to deal with the crisis, delivering the right knowledge, and moving beyond customer assistance. It would make the brand stick out and help you develop a dedicated customer base by being empathetic and prioritizing customer service.

Figure 20: How to adjust the marketing strategy

Organisations need to improve their skills to create entertaining, tailored interactive products for their customers. The focus should be on customized interactive as well as customer engagement and growth tactics. In light of this, marketers need to understand how to meet consumer desires. They should make use of the best technologies, and be agile with their marketing and advertising spend. They furthermore need to enable communication mediums depending on intent, which concentrates on the serving clients.

2.9 Baking powder

- *Rise again by adjusting your approach towards Marketing*



Product and service quality problems during this crisis prevail. In one side of the market, closed plants and broken supply chains create decreased availability, and on the other, consumer concerns generate increasing demand for service. Marketers must change their campaigns to match the reality on the ground while keeping faithful to the ideals of the company.

3 CONCLUSION

In this assignment, it is seen that the customer plays a major role in the process of marketing a product. Customers are therefore a significant factor to consider in designing a marketing mix. The marketing mix elements changed significantly due to the Covid-19 pandemic. Within this assignment, the changes towards these elements were discussed, as well as some examples are provided. Practical examples of how organisations can adjust these changes were also discussed.

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