Chapter 14

NEW TRENDS IN MARKETING

-- SOLVED QUESTIONS --

1. **Explain what is neuromarketing and its application to marketing.**

   Neuromarketing consists in studying brain activity by using techniques from neurosciences. It is known that brain activity increases when exposed to some brands, so through these techniques the brains areas involved in each customer's behaviour are studied: brand choice, product purchase, perception of the advertising, etc.

   It is thought that neuromarketing might improve advertisement techniques and resources and help understand the reaction of the target group. It would also be possible to measure the result of actions carried out, in the area of brands, perception and preference of products…. knowing what is it that takes place in the consumer's brain.

2. **What is the operation of geomarketing?**

   Geomarketing uses a combination between marketing and spatial or geographical data, through statistical information, business information or business management information, which is analyzed through platforms specializing in spatial data. To do so, maps are used (printed or digital) which allow for a colour differentiation or through specific symbols. Also, a greater or smaller segmentation can be obtained (from doorways or houses to provinces) based on the interest of each company.

3. **Discuss what are the advantages of applying geomarketing.**

- It allows for a better knowledge of the market and to focus on the more interesting segments.
- It is useful when studying the location of a business or branch.
- Marketing actions are better optimized.
- Sales points, distributors, offices are better identified.
- Optimum sales routes to be done by sellers can be closer studied.
- One can study the area where most revenues come from, in order to identify those where new customers may be found or sales increased.
- Designing communication campaigns adapted to local markets.
- Geographical distribution of clouds or customer groups for each point of sales.
- Finding of twin geographical areas to those which already have high levels of penetration.

4. **What are the characteristics of guerrilla marketing according to Levinson?**

- It is directed to small businesses which have a small budget.
- It must be psychology oriented, creating something new and surprising.
- To that end, instead of money, imagination is used.
- It must try to create new relationships or customers, without forgetting the already existing customers.
- All available resources must be used, which may range from traditional marketing to the latest technologies.

5. **Explain the different types of existing guerrillas.**

- Geographic guerrillas, concentrated on a specific territorial area.
- Demographic guerrillas, attracting a specific group of the population.
- Sectorial guerrillas, whose purpose is to concentrate on a specific and specialized economic sector.
- One product/one market guerrillas, based on the concentration in a small market with a specific product.
- Time slot guerrilla, which try to surprise at times of maximum public affluence, or at those times which are most convenient for the target group and which are not usually used by the competitors.

6. **What is the street marketing?**

Street marketing refers to creative actions developed in urban spaces which seek to connect with the target in a direct manner.

Street marketing bases itself on what originally external advertising was, the "sandwich-man" or handing out samples in the streets, to bring them back with the carrying out of actions that will once again call the attention of the target group. In short, an urban environment and commercial spaces are used to develop high impact and very creative campaigns, not controlled by media companies. Also, maximum advantage of the "face to face" contact with the public must be taken, making them participate in the actions.

7. **Discuss what is ambient marketing and what kind of spaces can be used.**

Ambient marketing refers to events planned in such a way that they are blended in with the environment, substituting the usual communication supports for everyday elements already found around the target group. It can be used in the following spaces:

- External spaces: walls, doors, fountains, elements in the urban environment, etc. It is necessary to mention that traditional advertisement supports for external advertising are not part of ambient marketing.

- Internal spaces: stairways, lifts, bathrooms, etc. Even small everyday objects may become a part of ambient marketing, providing they surprise the public.

8. **Explain the most useful elements in each sense for implementing the sensory marketing.**

- Sight: the viewing of products, advertisements, colour perception (for instance, a golden colour gives more value to all objects: the Freixenet golden bubbles) and the shapes (a rectangular shapes give seriousness whereas curved lines are more childish and modern).

- Sound: The music of a TV advertisement, the background sound of stores, the off-voice heard in a corporative website, a person in a company who answers the phone.
- Touch: Contact with the product itself or a sample of it, the paper in a corporate envelope, the feeling perceived in some element of a company, such as, for instance the softness of Mimosín.
- Taste: The tasting of a product's taste.
- Smell: the smell of the products, the commercial premises, or the offices, the scent that may be contained in a postal delivery.

9. What is experiential marketing?

Experiential marketing seeks to create experiences related to the purchase and consumption of products. The starting point is that if the product offers a pleasant experience, in addition to satisfying the consumer needs, its success will be greater.

10. Explain what is engagement marketing.

Engagement marketing is a new tendency based on making the brand serves as an entertainment instrument for the target group. In this manner, companies get the customer to have a more proactive attitude, and a greater inter-relationship between the brand and the public.