

CRACK THE CASE MARKETING

**Going
Beyond the
4 P's**

BY DAVID OHRVALL &
NITISH RAO

OUR GOALS – HOW WE PLAN TO GO BEYOND THE BASICS

Understand the Why

- 30 minutes
- Every Marketer's Challenge
- Know the Core Marketing Skills
- Understand Your Interview Tests

Build Skills

- 90 minutes
- Build Strong Communication
- Assess Your Marketing Skills and Connect Them
- 15 MIN. BREAK

Apply Those Skills

- 90 minutes
- Use CAPTURE to Understand Marketing Concepts
- Use Marketing Frameworks to Solve Marketing Problems

MARKETING HAS MANY BRANDS, SECTORS AND JOBS



DIAGEO

MONT
BLANC

MOËT & CHANDON
CHAMPAGNE



ANALYST

PROMOTER

P&G

CAT

Lowe's
America's Luxury Home Builder®



ADVERTISER

WOLFGANG
PUCK
BISTRO

BRAND MGR.

SAMSUNG



Marriott

DELL

TOMMY
HILFINGER



Neutrogena

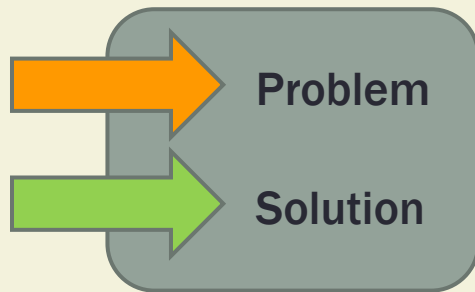


RESEARCHER



Heinz

AND MANY UNIQUE AND CHALLENGING PROBLEMS TO SOLVE



Dell
How beat IBM?

- Customization
- Production speed

Dominos Pizza
Unique offering

- Delivery guarantee
- Admit mistakes

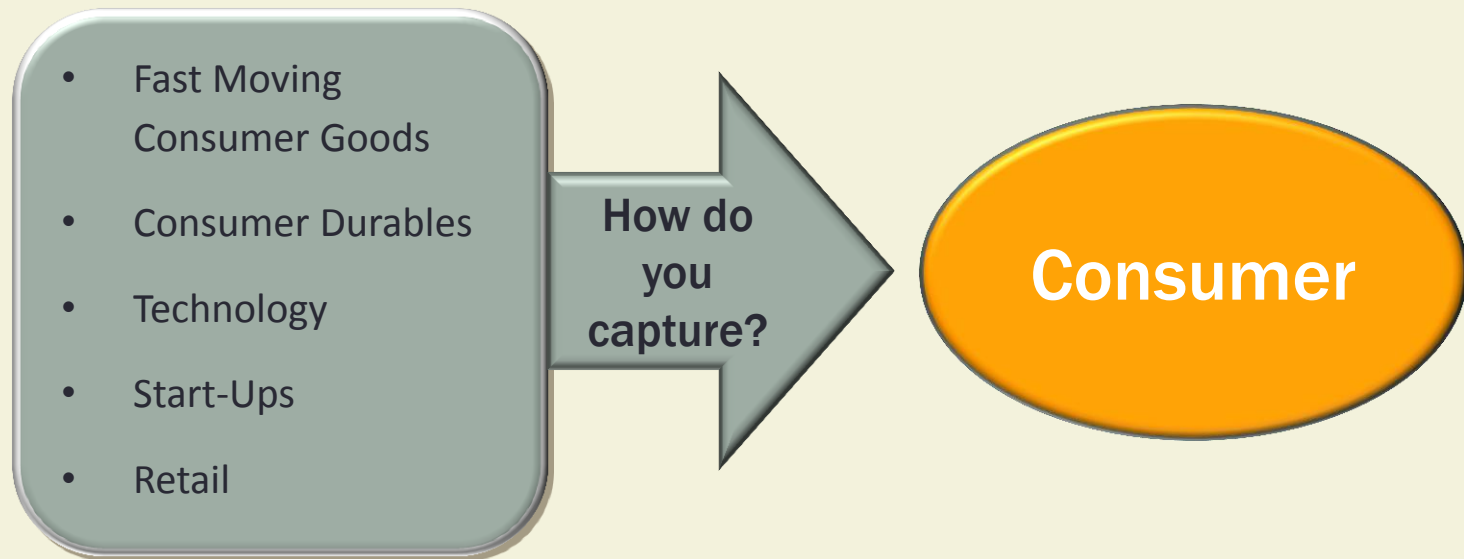
Adidas
Shoes = Commodity

- Unique style, features
- Expert endorsement

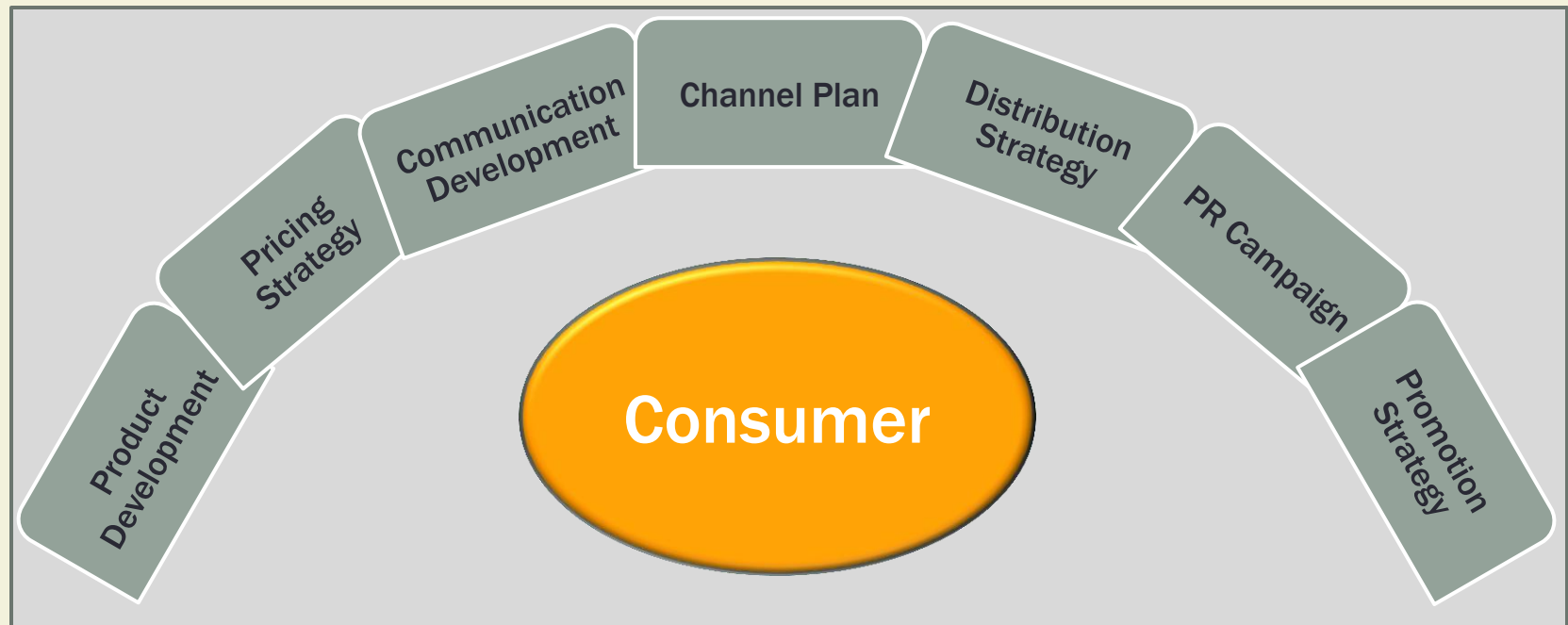
Moet & Chandon
Enter high society?

- Reach influencers
- Drink = status

BUT EVERY COMPANY AND INDUSTRY FACES THE SAME BASIC CHALLENGE



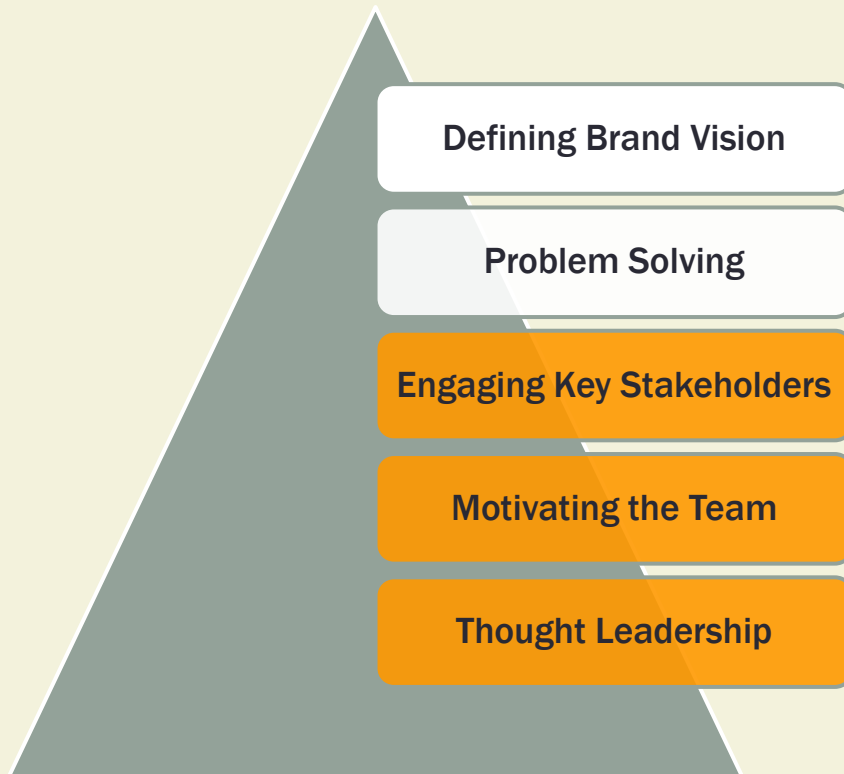
KNOWING HOW TO CAPTURE THE CONSUMER IS THE MARKETING CHALLENGE



TO SUCCEED YOU MUST POSSESS THESE CORE MARKETING SKILLS



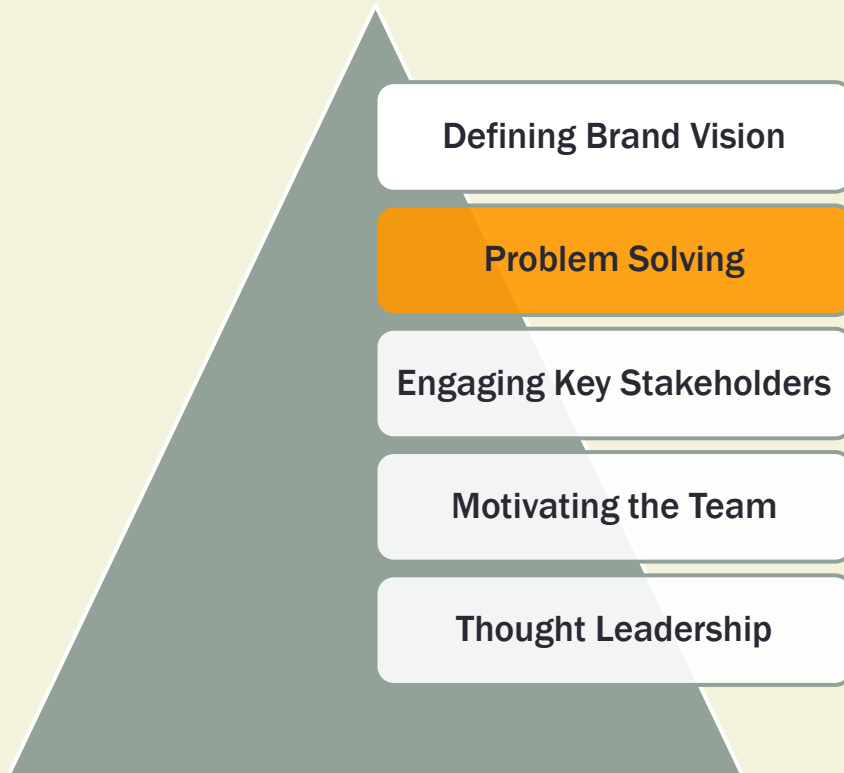
YOU'LL SPEND THE MAJORITY OF YOUR TIME LEADING AND ENGAGING



50 -55% of Time

- Lead a multi-functional, international team
- Engage marketing research to determine product changes
- Employ R&D to develop the right features
- Work with Finance to develop NPV analyses
- Forecast with the supply chain team
- Train sales staff on how to market the brand
- Persuade management to invest in the brand

AND ANOTHER LARGE PORTION ON ANALYSIS



25%-30% of Time

- Analyze and track your brand performance
- Determine the best marketing strategies to reach market share outcomes
- Assess how best to allocate your total budget

THE REST OF THE TIME IS SPENT ON CREATIVELY CAPTURING YOUR CUSTOMER



15% of Time

- Develop marketing design
- Create collateral materials
- Work with creative to optimize social media

INTERVIEWERS ASK QUESTIONS TO EVALUATE THESE SKILLS USING 2 TYPES OF INTERVIEWS

Behavioral

Personal

- Work
- Academic
- Personal
- Appearance
- Energy

Marketing

- Awareness
- Passion
- Core Skills



Do you fit with us?

Technical

Single Question

- “Do you like this campaign?”

Layered Question

- “Let’s think through this situation.”



Can you dissect and solve a problem?

WE'LL DO EXERCISES IN EACH SECTION TO BUILD STRONG INTERVIEW SKILLS

Behavioral Interview

Technical Interview

1

STAR

- Learn how to get your story across

Exercise 1
STAR basics

2

Answer First

- Bring out the main point to highlight your best skills

Exercise 2
Convert to Answer First

3

IMPACT

- Practice with these stories to build a solid base
- Add in marketing specific questions

Exercise 3
Build IMPACT stories

4

CONNECT

- Know the marketing core skills
- Connect your personal traits with the marketing core skills

Exercise 4
Highlight Core Marketing Skills

5

CAPTURE & MARKETING FRAMEWORKS

- Broaden your thinking beyond the 5 P's and lists of frameworks
- Learn how to move quickly through a complex problem with Marketing Frameworks

Exercises 5-10
Working Through Each Element

OUR GOALS – HOW WE PLAN TO GO BEYOND THE BASICS



- 30 minutes
- Every Marketer's Challenge
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- 90 minutes
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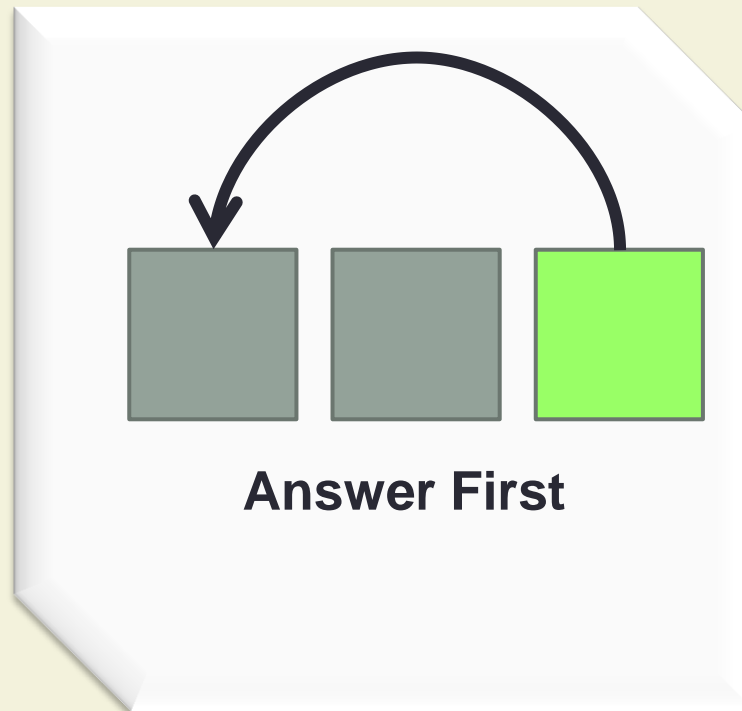
LET'S BEGIN WITH HOW TO CONSISTENTLY DELIVER A CLEAR STORY



1 EXERCISE 1: TRY OUT CAR ON THESE INTERVIEW BASICS WITH YOUR PARTNER

- **PERSUASION** – “Give me an example of how you convinced someone to do something they were not interested in doing. Use any sphere of your life (personal, work, academic).”
- **MORAL CHALLENGE** – “Please give me an example of a moral conflict you faced and how you handled it.”
- **PASSION** – “Share an example of how you motivated a group to get something done.”
- **HIGH PRESSURE** – “Let me know about a time when you dealt with extreme pressure. What did you?”

NOW THAT YOU ARE GETTING YOUR IDEAS TOGETHER, LET'S BE ANSWER FIRST



2

EXERCISE 2: BE ANSWER FIRST

1. Go back to your last story topic and write down the key points you want to get across
2. Redo the example out loud with a different partner with the key points up front in an answer first tone
3. Write down feedback from your partner
 - Were you too detailed?
 - Where did you lose his or her attention?
 - What data or fact could you include that would make it more relevant or noteworthy?

IMPACT THE INTERVIEWER WITH ANSWER FIRST STORIES ACROSS THESE TOPICS

I = Individual Contribution

What did YOU do? Separate yourself from the team.

M = Manage or Lead

How did you lead a group and deal with “people tension”?

P = Persuasion

When were you persuasive? Consider several techniques: emotion, logic, data.

A = Analysis

What did the data tell you?

C = Challenge or Failure

How were you transformed by the experience?

T = Team

Focus on how you were a good member

3

EXERCISE 3: PRACTICE AN IMPACT TOPIC

1. Pick a topic from the previous page
2. Tell your partner which type of story you want to give
3. Interviewer:
 - Ask a warm up question (e.g. “Why do you want to work for us?”)
 - Then move into the topic (e.g. “Tell me about a time you had to persuade a group.”)
4. Candidate:
 - Keep the story to 2-3 minutes
 - Focus on the main themes
5. Feedback:
 - Where could the candidate edit?
 - What needs to be emphasized more?

HOMework A

- Develop 2 stories for each IMPACT letter
- Make sure each story is no longer than 90 seconds
- Develop an Answer First style – bring a capstone to the front or some data and results
- Practice with your partners. These stories will not develop on their own. As you build confidence with your stories you build communication skills you'll use with your technical interviews.

PRACTICE YOUR ANSWER FIRST TECHNIQUE ON THESE MARKETING CENTRIC QUESTIONS

- **AWARENESS** – “What is marketing to you and why do you want a marketing career? Why specifically brand management / consumer goods / technology marketing?”
- **INTEREST** – “Tell me about a recent marketing campaign you loved and why.” OR “Tell me about a commercial that doesn’t work well. Why?”
- **INDUSTRY** – “Why do you want to work in X (e.g. media)?”
- **CAREER PATH** - “What do you want to do over the next few years in marketing? What’s your ideal career path?”
- **BIG DECISIONS** – “How did you go about choosing this school?”

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Exercises 5-10
Working Through
Each Element

4

CONNECT YOUR EXPERIENCE TO THE CORE MARKETING SKILLS

My Experience

**I = Individual
Contribution**

M = Manage or Lead

P = Persuasion

A = Analysis

**C = Challenge or
Failure**

T = Team

Where do I
show
strengths?

Marketing Core Skills

Defining Brand Vision

Problem Solving

Engaging Key Stakeholders

Motivating the Team

Thought Leadership

ASSESS YOUR EXPERIENCE IN LIGHT OF THE MARKETING CORE SKILLS

Marketing Core Skills

Defining Brand Vision

Problem Solving

Engaging Key Stakeholders

Motivating the Team

Thought Leadership

Personal Assessment

Rating:
1 (weak)
to 5

Why? What examples can I give?

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NOW ITS TIME TO APPLY OUR SKILLS TO SPECIFIC MARKETING PROBLEMS



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INTERVIEWERS WILL WANT TO UNDERSTAND YOUR PROBLEM SOLVING SKILLS

- **PROBLEM IDENTIFICATION** – Do you understand the problem at hand and its importance to the company?
- **PRIORITIZATION** – Do you know how to break down the problem and go after the most important?
- **THINKING / SEARCHING** - Can you ask good questions and think through the data you'll need?
- **PRESSURE** – Can you think and solve problems on the spot?
- **GENERAL** – Can you apply marketing principles and think from the marketer's perspective?

AND THEY EVALUATE THOSE SKILLS BY GIVING YOU CASE SITUATIONS

■ TYPICAL MARKETING TECHNICAL QUESTIONS

- How would you launch this new product?
- What would you do about declining sales?
- How would you set pricing?
- How would you fight off a competitor threat?
- Private label products are coming on strong. What would you do?
- How would you evaluate this advertisement?
- Let's brainstorm! What are some creative marketing solutions to this situation?
- How would you have led the campaign differently?
- From a marketing point of view, what did they do wrong?

BUT YOU FACE QUITE A FEW PROBLEMS IN LEARNING HOW TO SHOW THOSE SKILLS

- WHAT DO I ASK?
- HOW DO I GO FROM TOPIC TO TOPIC?
- I HEAR THESE ARE DISCUSSIONS, SO HOW DO I KNOW WHEN I'M DONE "SOLVING THE CASE"?
- WHAT IF I GET STUCK?
- I HEAR EVERYONE USES THE SAME FRAMEWORKS. HOW WILL I DISTINGUISH MYSELF?

FIRST UNDERSTAND A MARKETING FLOW, THEN USE FRAMEWORKS TO DRILL DOWN

CAPTURE

- A way to cover all marketing
- It gives you content to discuss
- Use it as a primer for learning marketing concepts



Learn to think holistically
through a problem

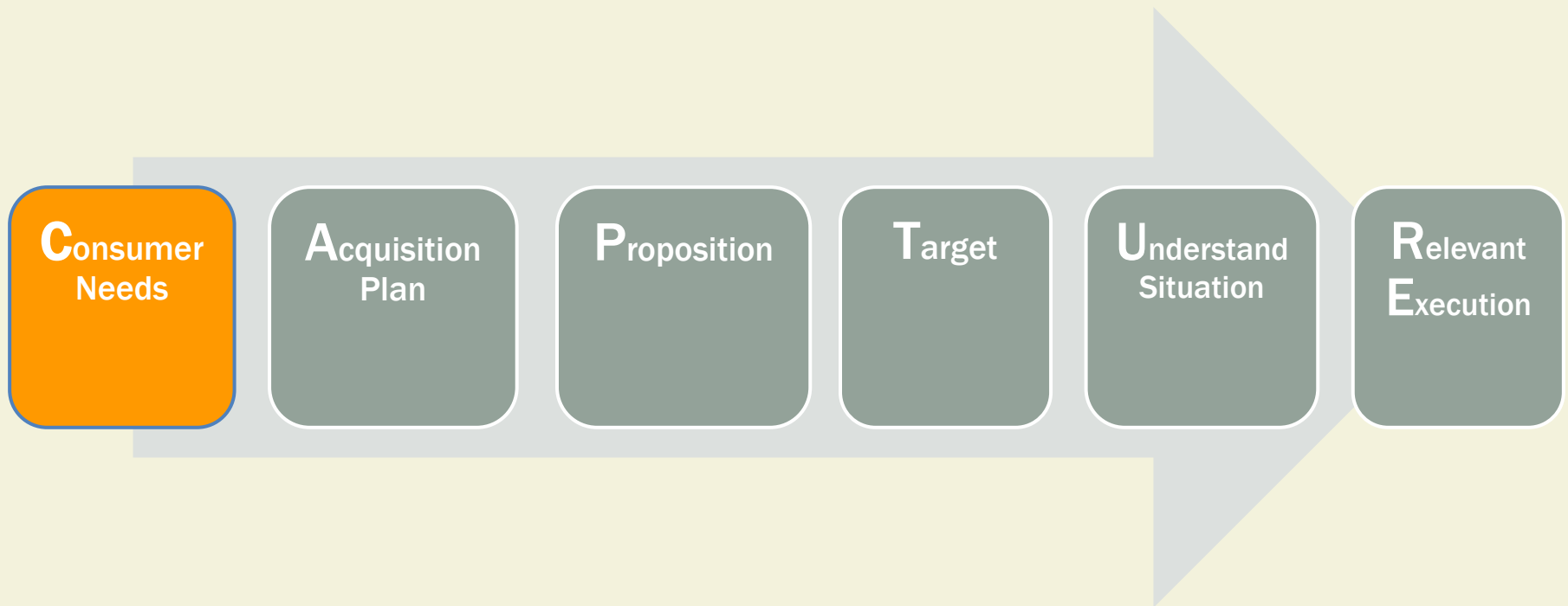
Marketing Frameworks

- Everyone knows and expects them
- You'll speak the same language
- BUT, they can make you sound like an "asking robot"

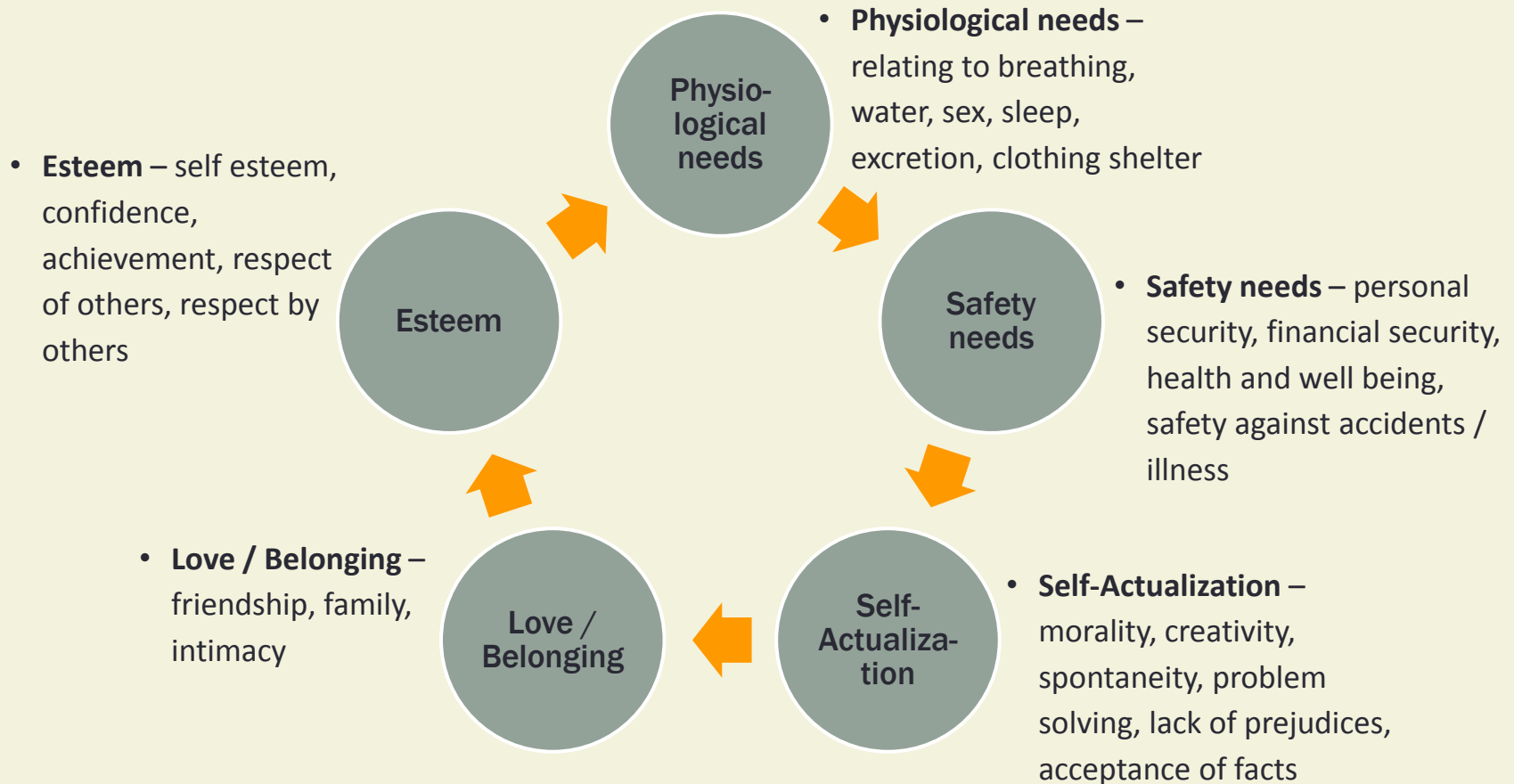


Ask pointed questions that
the interviewer expects

USE “CAPTURE” TO BUILD SKILLS FOR ALL TECHNICAL MARKETING CASES



CONSUMER NEEDS ARE THE FOUNDATION OF ANY MARKETING CAMPAIGN



CONSUMER NEEDS EXAMPLE: HAIR CARE

Physiological / Functional

- scalp care
- smooth hair
- soft hair
- fragrant hair
- damage prevention
- reduced hair fall
- reduced split ends
- hair with volume

Esteem / Emotional

- beauty
- confidence
- esteem
- power
- sexiness

5

EXERCISE 5: CONSUMER NEEDS

- Think through these three product categories:
 - Beverages
 - Sit-down Restaurants
 - Skin Care
- On your own, write down the consumer needs you think are relevant for each product category (you will have 3 lists).
- When both partners are ready, “interviewer” asks about one topic’s consumer needs and “candidate” explains his point of view.
- Candidate - use your list as a guide. Candidate - stretch the conversation out by asking questions like, “How would you support that?” and “Which one is the highest priority?”
- Feedback: after each turn discuss the candidate’s ability to converse, persuade and use logic.

WHAT CONSUMER NEEDS DID YOU FIND?

Beverages

- health
- beauty
- nutrition
- energy
- stimulation
- relaxation
- hunger
- digestion

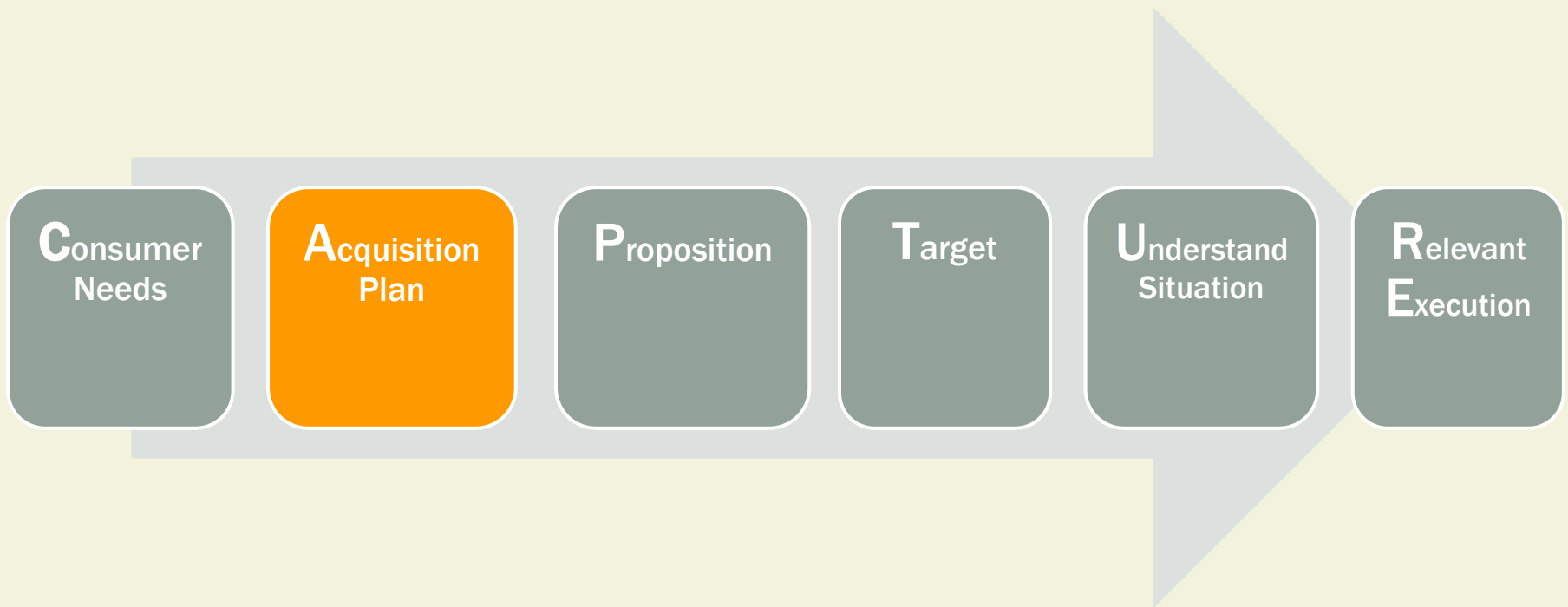
Sit-down Restaurants

- fun and excitement
- catch up and connect
- enjoy food
- break from routine
- celebration
- energize oneself

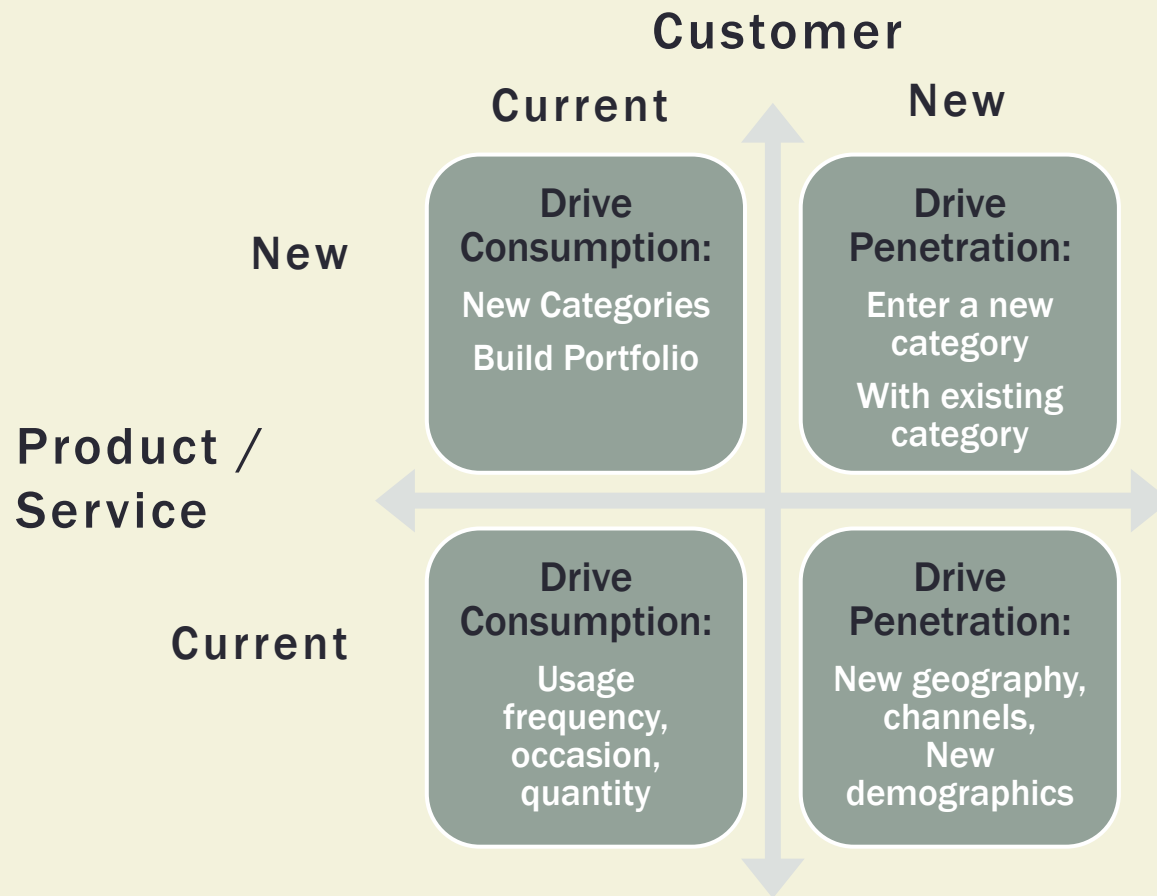
Skin Care

- whitening
- anti-ageing
- wrinkle reduction
- dark spots removal
- acne control
- beautiful skin
- soft to touch
- confidence

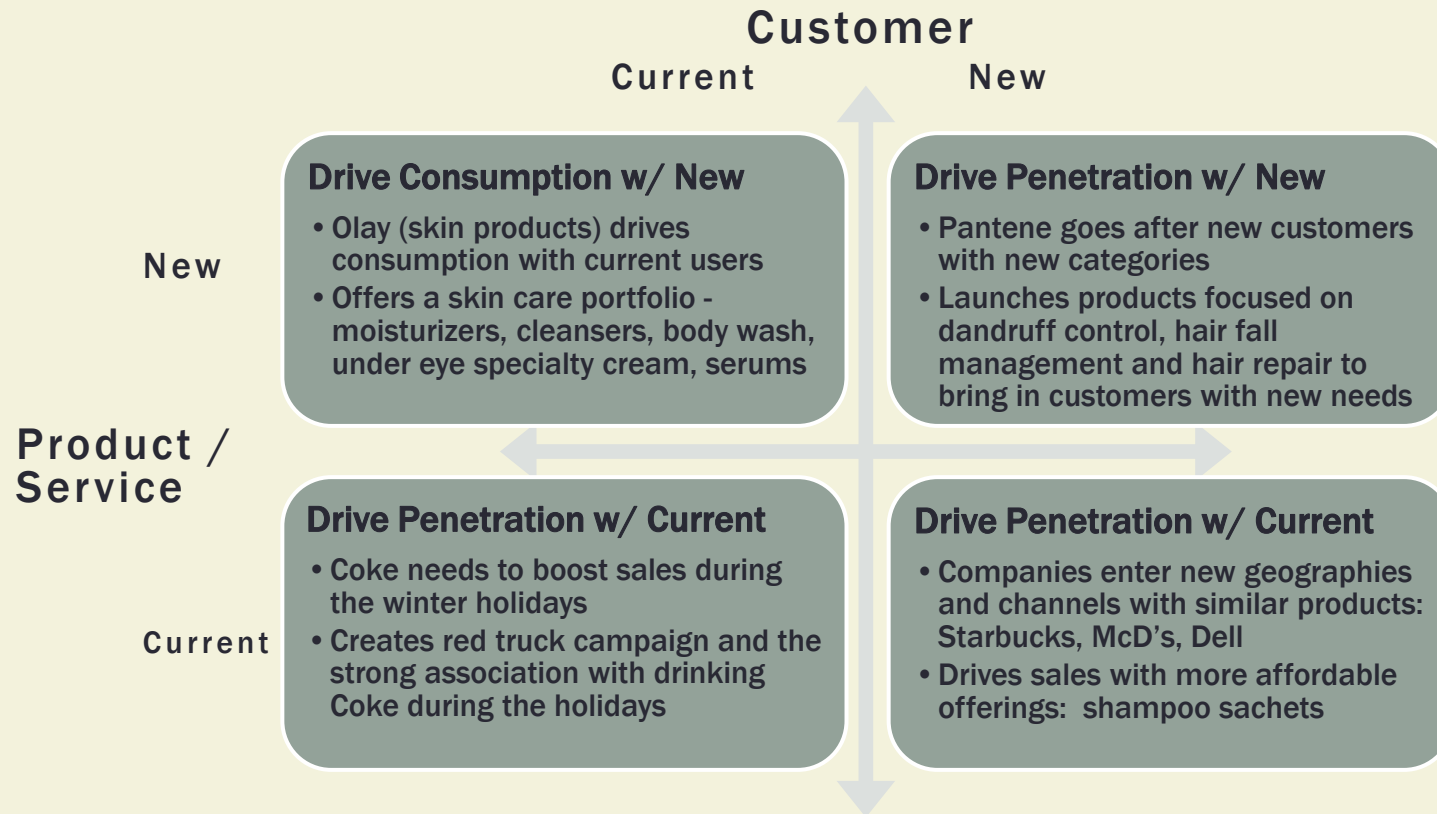
TO BUILD SKILLS FOR ALL TECHNICAL MARKETING CASES, WE'LL USE CAPTURE



DEVELOP AN ACQUISITION PLAN TO CAPTURE THE CONSUMER



LET'S GO DEEPER WITH SOME EXAMPLES



6

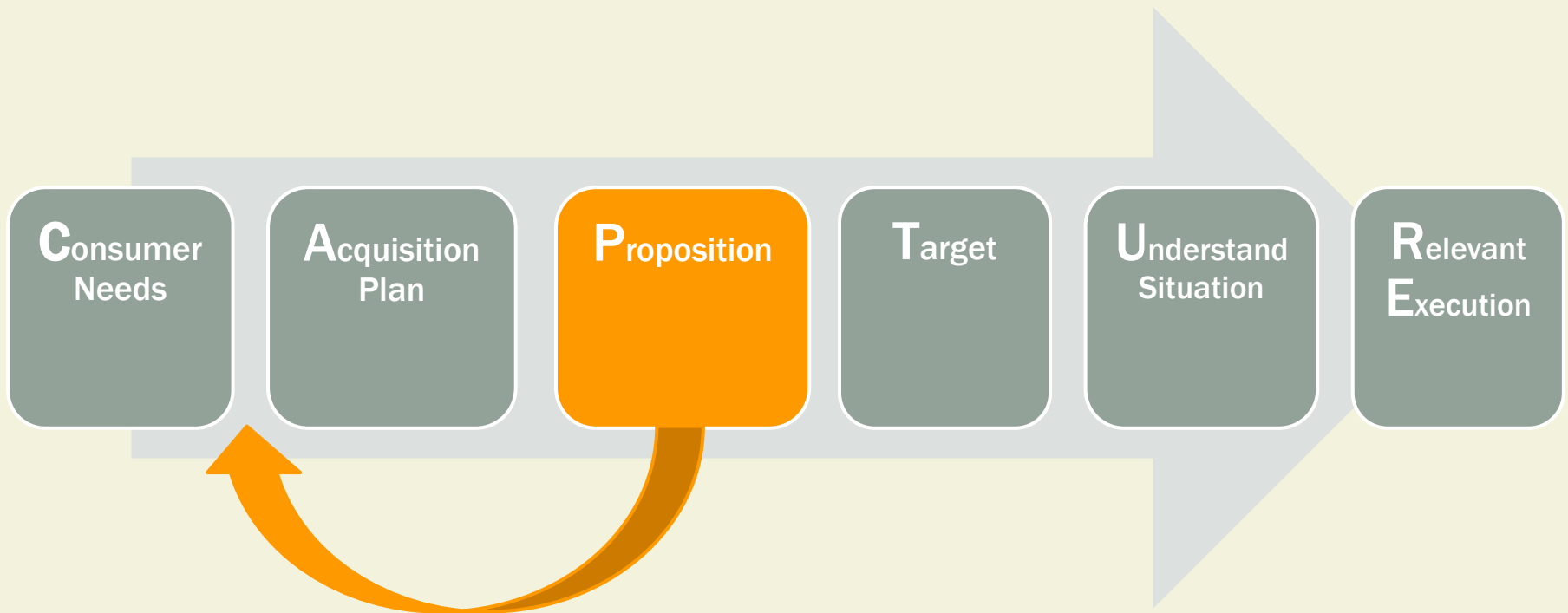
EXERCISE 6: ACQUISITION PLAN

■ Develop 2 acquisition plans from this list of products:

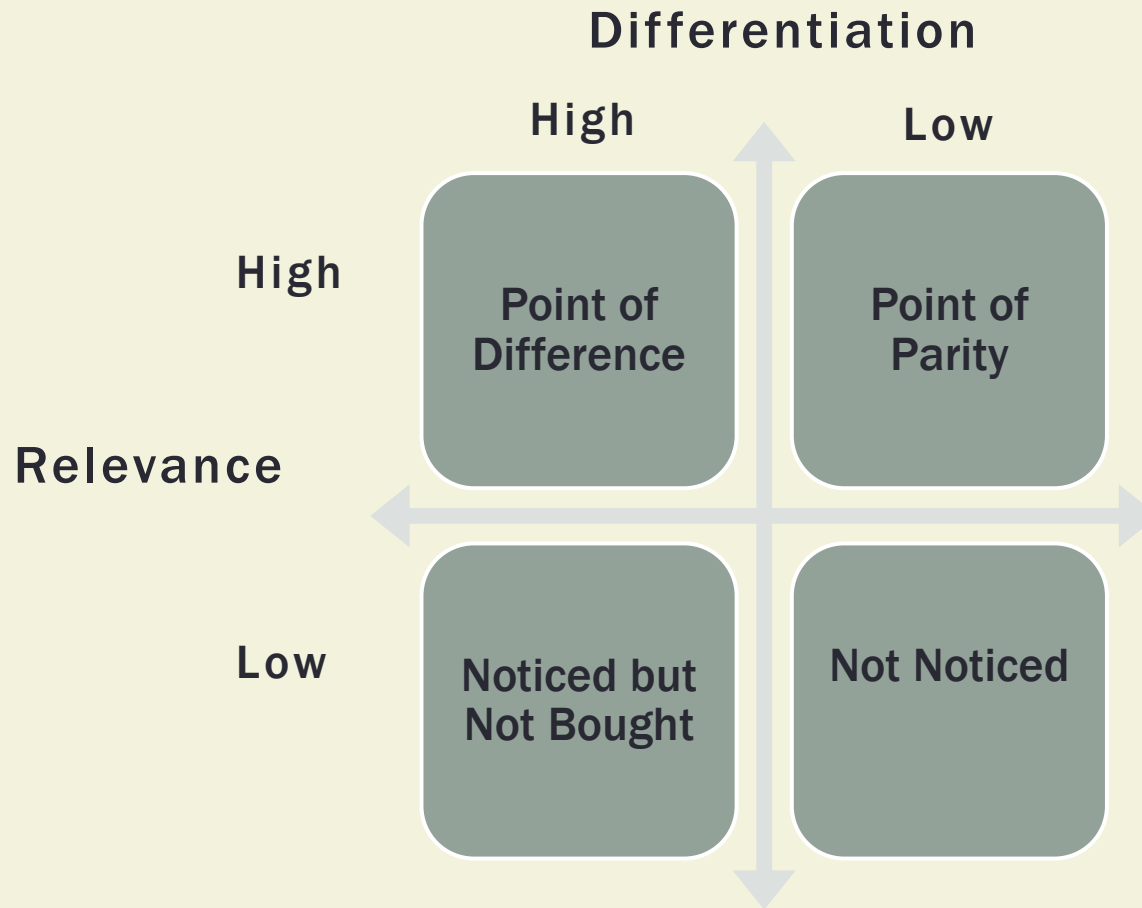
- Dell computers
- Ford Fusion car
- L'Oreal Long Lasting Lip (lipstick)
- Brooks Brothers suits
- Amazon Prime service (2 day shipping, free videos)
- Speedy Prep Tax Service
- Local mowing and landscaper trying to grow business
- Shell Oil – marketing gas at the pump
- Frozen pizza in the grocery store
- Caterpillar – industrial equipment for builders

■ Share your approach with your partner. Be ready to share with the class.

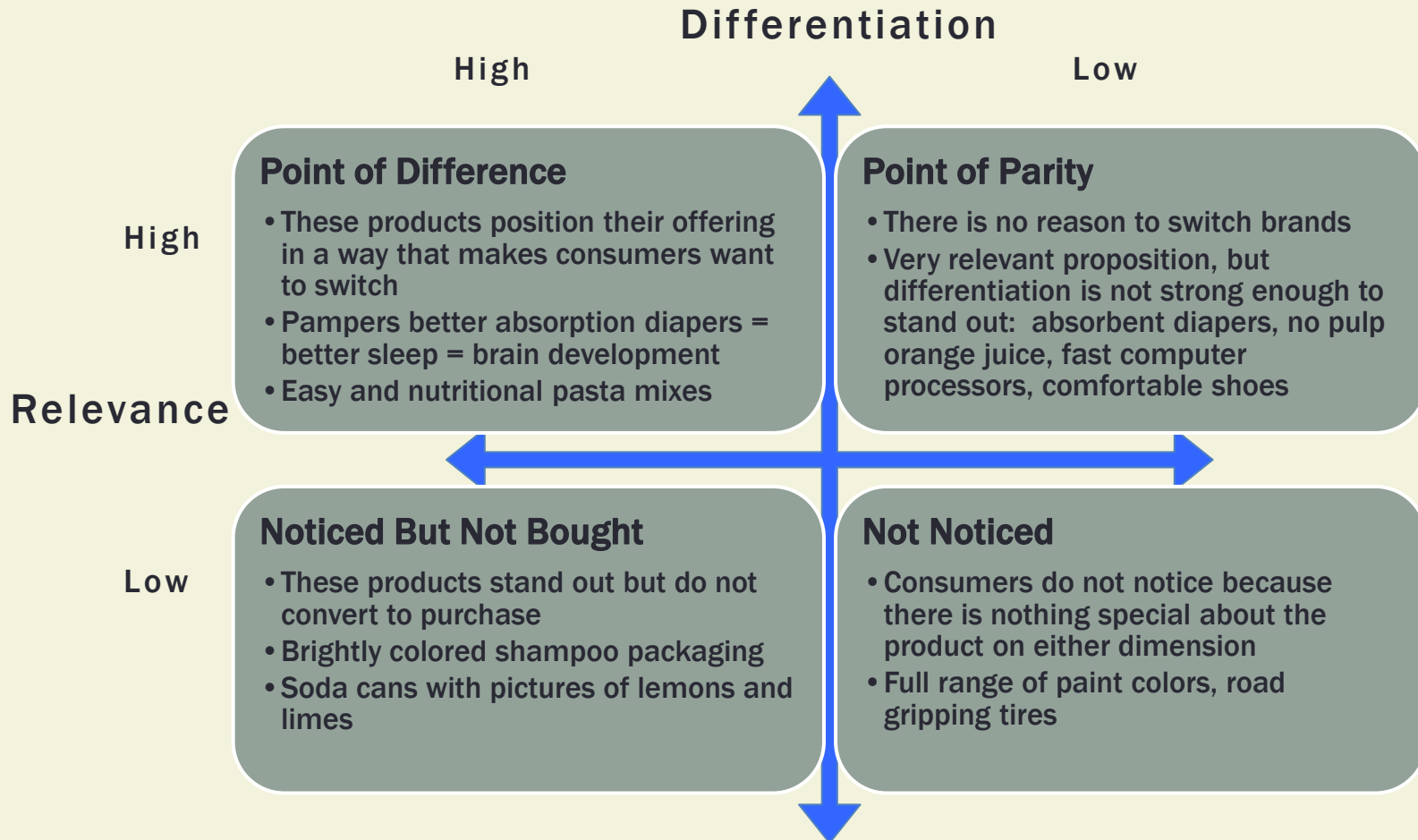
BUILD YOUR UNIQUE PROPOSITION BY REVIEWING CONSUMER NEEDS AND THE A.P.



PROPOSITION IS A PROMISE OF A CORE BENEFIT TO THE CONSUMER



LET'S GO DEEPER WITH SOME SPECIFIC PROPOSITION EXAMPLES



7

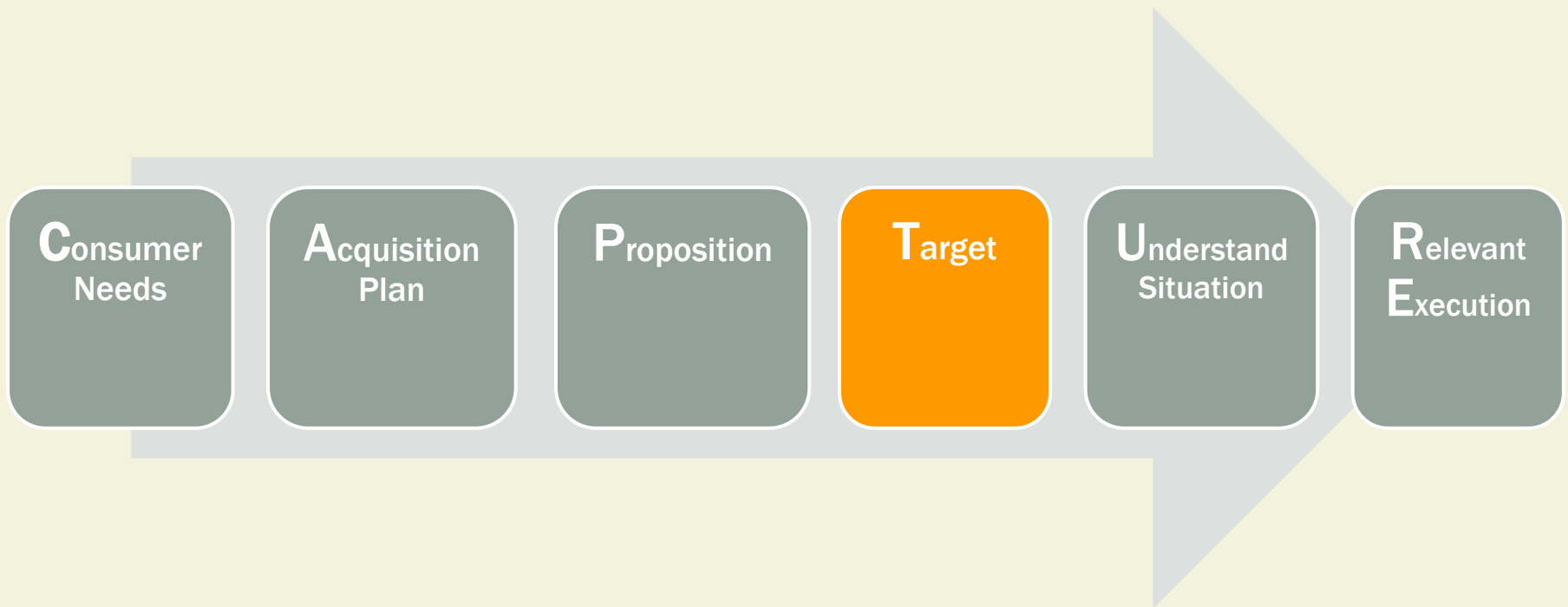
EXERCISE 7: PROPOSITION

- Think through propositions for these well known products (choose 3):

- Starbucks
- Mercedes Benz
- Chanel
- Samsung
- Disney Theme Parks
- United Airlines

- What are the consumer needs?
- What is the proposition being offered?
- Proposition development is iterative. What questions would you ask to improve the current proposition?

TO BUILD SKILLS FOR ALL TECHNICAL MARKETING CASES, WE'LL USE CAPTURE



ARE YOUR TARGET CONSUMERS WORTH YOUR TIME OR SHOULD YOU PASS?

Profitable

- Financially, will you be able to meet the consumer needs profitably?
- Can you deliver the proposition at the right price

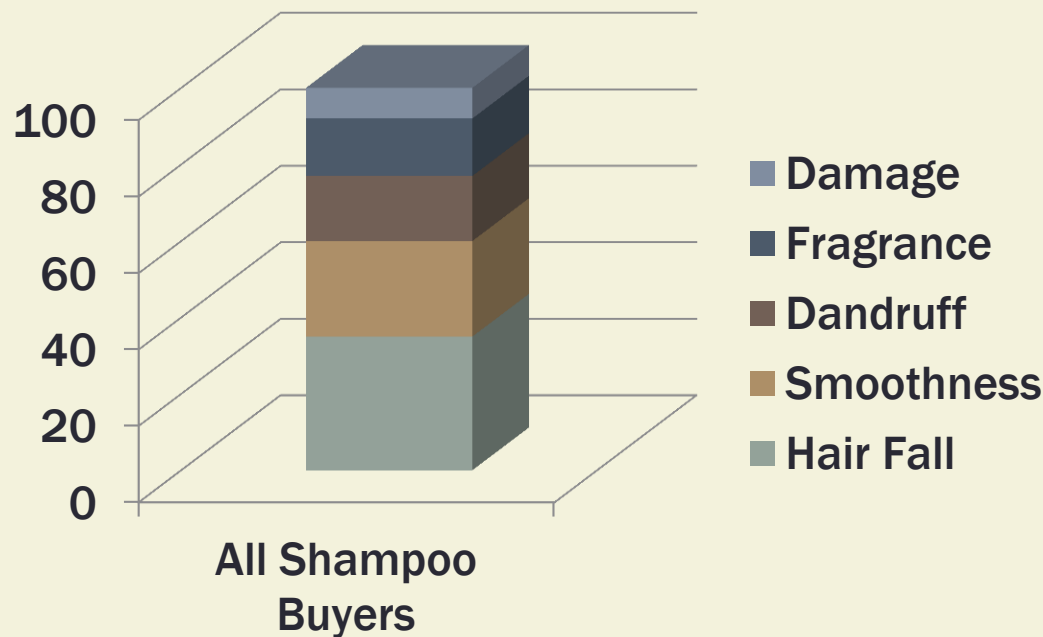
Achievable

- Will consumers go for the offering?
- Will the defined proposition be able to address the need gaps?

Sustainable

- Will you be able to sustain the delivery of the value proposition over time?

YOU HAVE A NEW SHAMPOO: IS YOUR TARGET RIGHT OR SHOULD YOU PASS?



Is it Profitable?

- Damage prevention buyers may be only 8% of the market, but if competition is low, it could be large enough to provide profit.
- Review entry and operations costs

Is it Achievable?

- There are unmet consumer needs so there is demand.
- Confirm that the product works and can deliver the benefits promised.

Is it Sustainable?

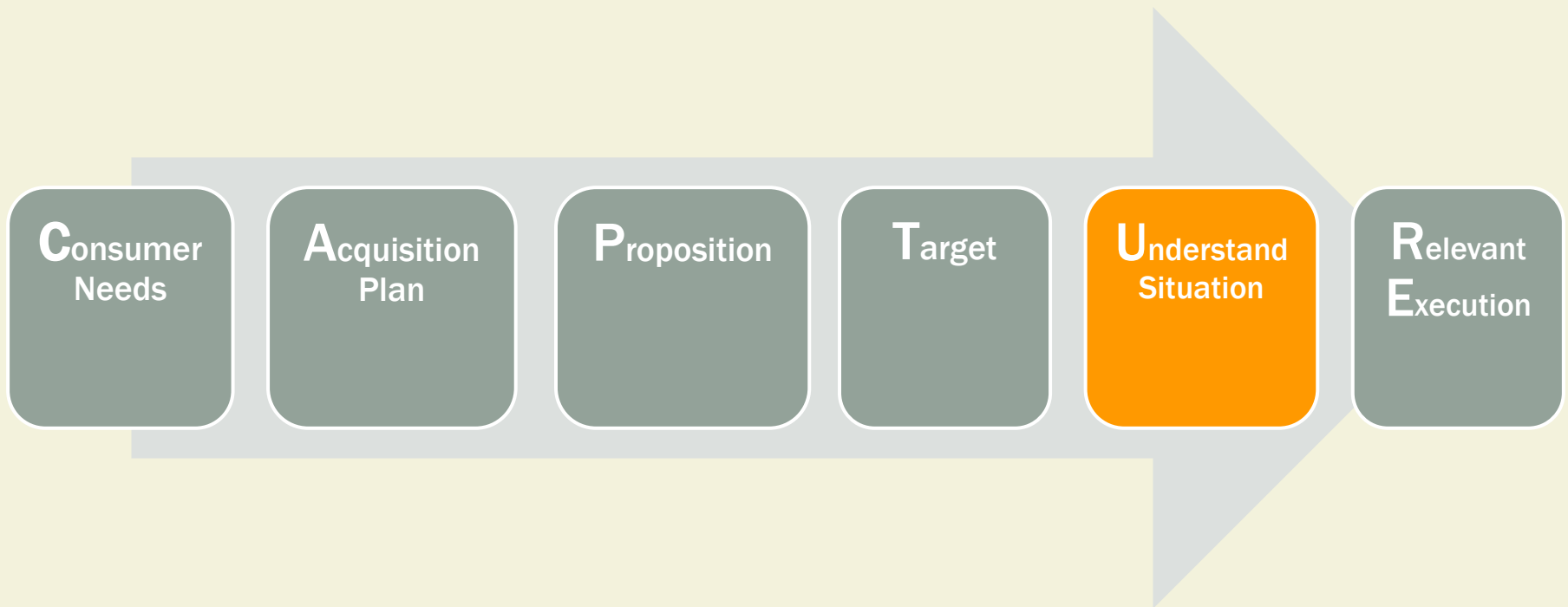
- Review the key elements of sustainability: manufacturing capabilities, operations, distribution, funds for reinvestment, and on-going sales and marketing.

8

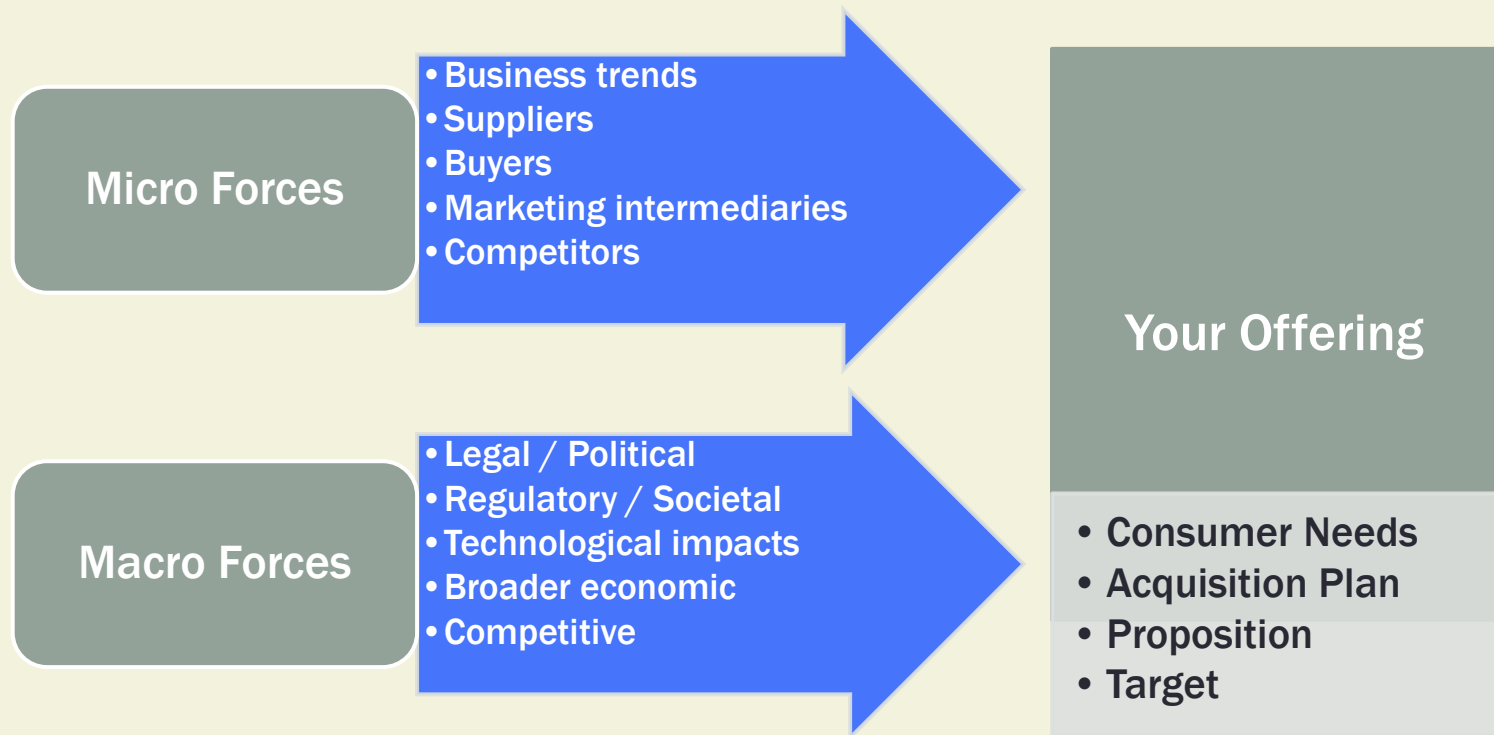
EXERCISE 8: TARGET

- Think through target audiences for these product lines (pick 3):
 - Kohler faucets for the kitchen and bath
 - Wolfgang Puck restaurants (in airports)
 - Montebanc pens
 - New Balance athletic shoes
 - Marriott hotels
- Answer these questions with your partner for each one:
 - Who might be the target? Avoid defining the target by demographics (e.g. tweens), but instead focus on consumer needs (e.g. tweens who need a low budget phone for contacting relatives)
 - What would you need to see to make it profitable?
 - How would you ensure achievability?
 - What would be the most important key elements to keep it sustainable (e.g. not just “sales” but “a young sales force with computer game knowledge”)

NOW IT'S TIME TO STEP BACK AND UNDERSTAND THE SITUATION FULLY



ARE THERE FORCES THAT ARE TOO GREAT FOR YOUR OFFERING?



UNDERSTAND THE SITUATION TO PREVENT FORCES THAT CAN HURT YOUR BRAND

Vitamin Ketchup

- Australian launch of an adjacent product
- Not just standard ketchup, but ketchup with vitamins!
- Conception to launch was 12 months
- During that time 2 other competitors created similar products
- Product launch resulted in sales less than test audience target

Hair Smoothness Shampoo

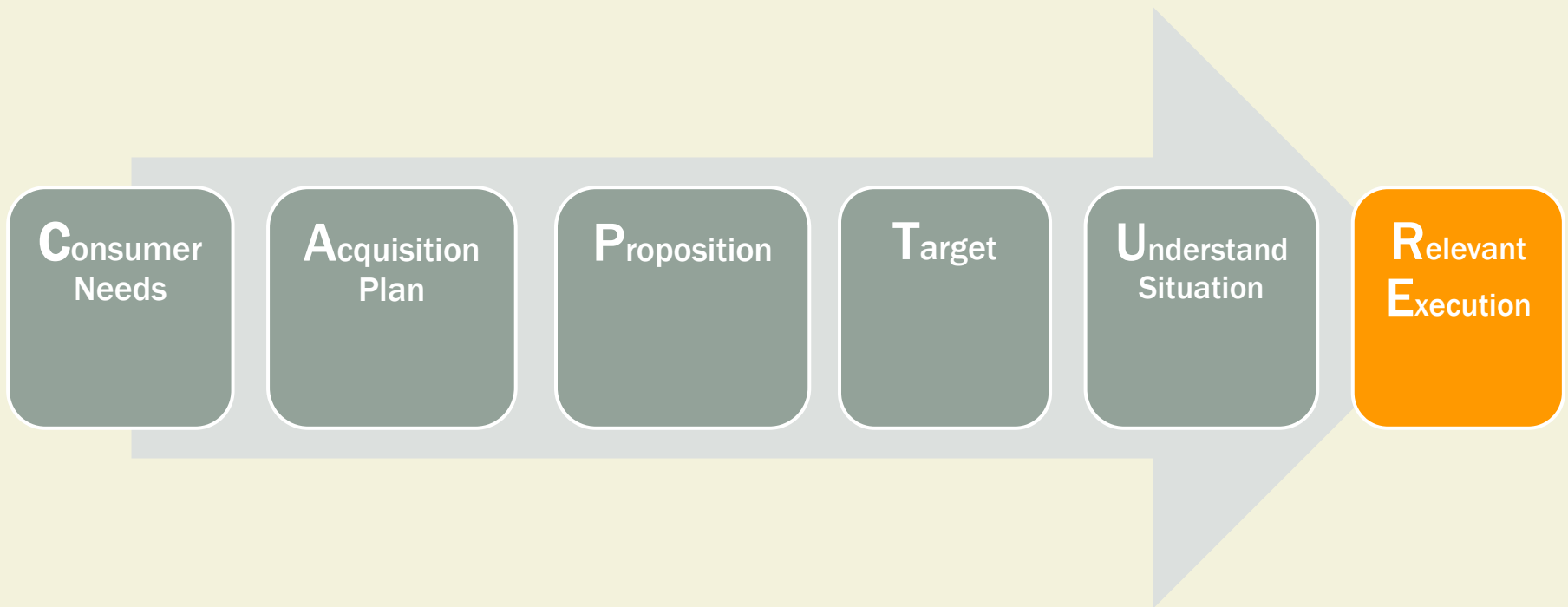
- Asian TV campaign for a new shampoo line
- Proposition: achieve the same smoothness as a salon treatment hot oil treatment
- Competitors sued claiming that benchmark data was false
- During court appeal, rulings were suspended for 1 month due to national holidays
- Entire campaign delayed 3 months

9

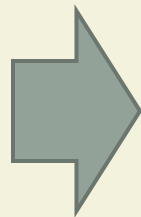
EXERCISE 9: UNDERSTAND SITUATION

- Think through the impact of these forces on the following products:
 - Clear Coke (no color) launches 2 weeks before your Pepsi Fresh launch (same attributes, no color)
 - 1 month before your Angry Kids video game, you receive a cease and desist legal order from the Angry Birds team
 - Competitors claim that your Rain Fight tires are not 30% better than theirs, as you claim, and their comments are in the media
- Work through each example with your partner:
 - Identify the force (macro, micro, type)
 - Answer these questions:
 - 1) Is there an impact on the consumption behavior of the consumers that the brand is targeting?
 - 2) Is there a need to re-look at the proposition because of the situation?
 - 3) Will this have an impact the go-to market execution?

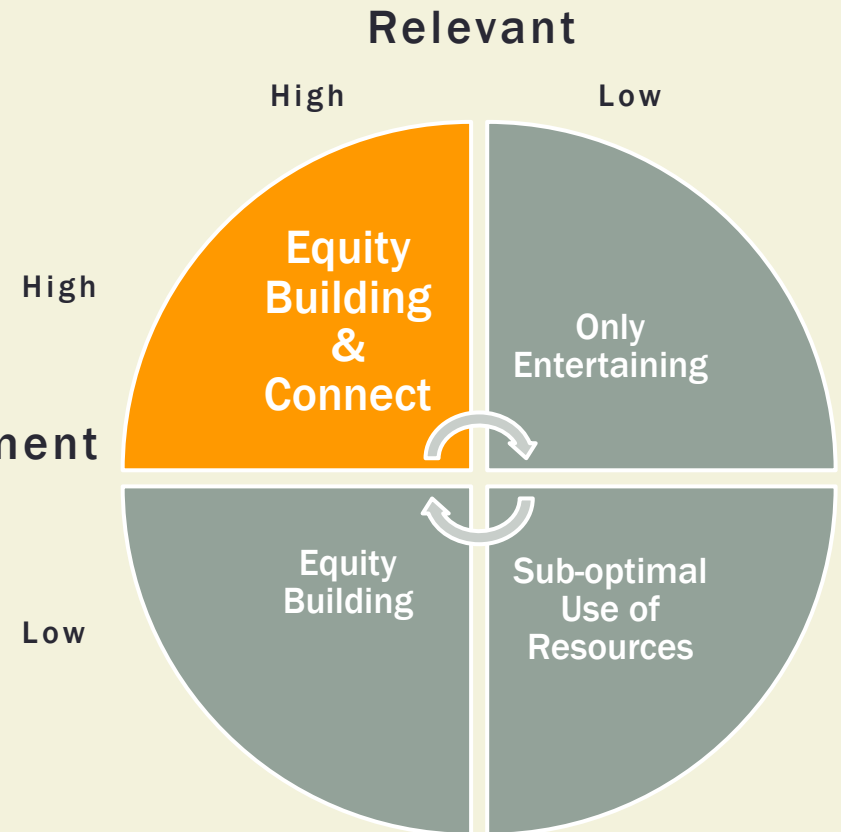
EXECUTE YOUR PLAN TO CAPTURE YOUR CONSUMERS



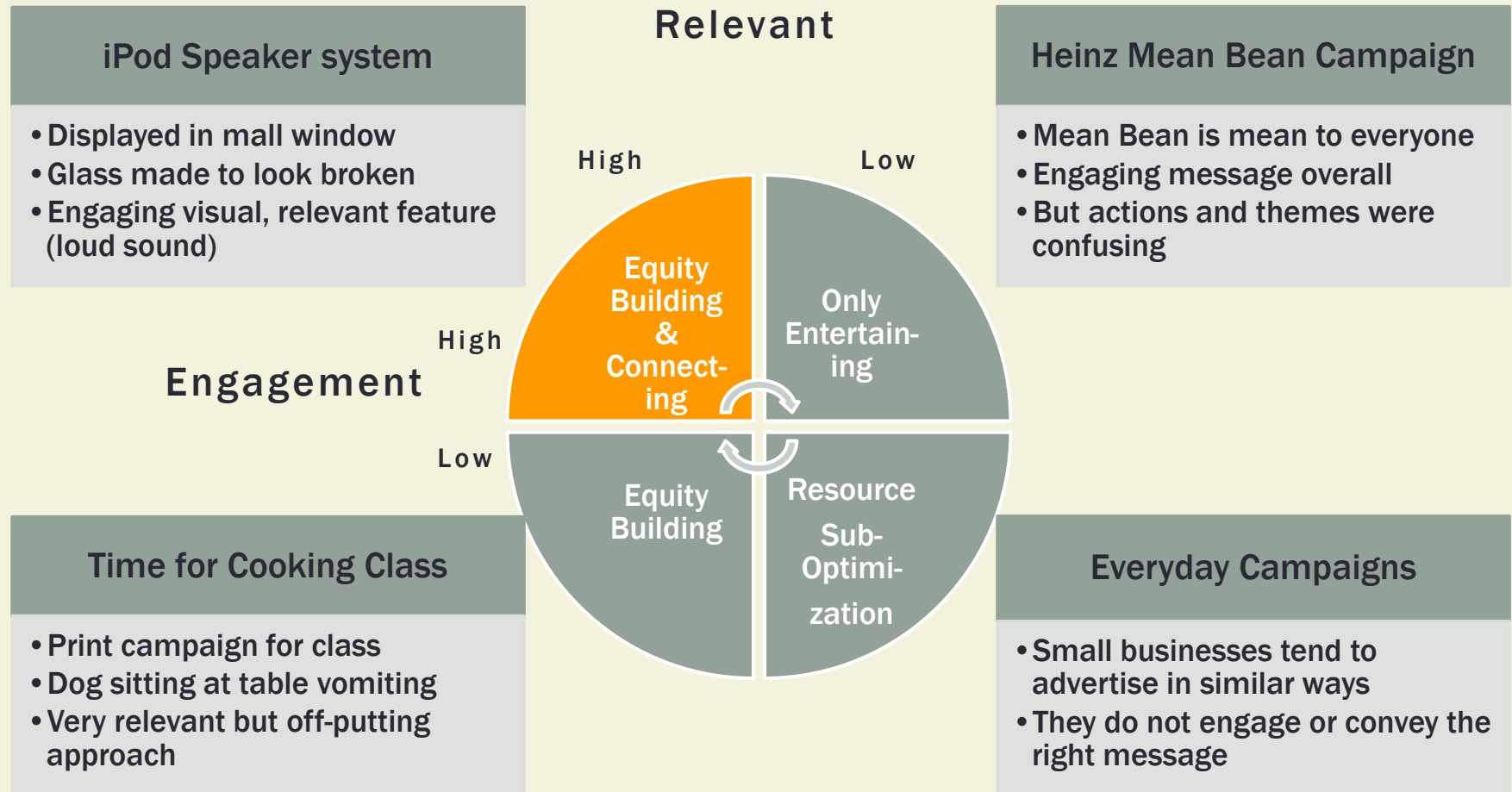
GREAT EXECUTIONS BUILD EQUITY AND CONNECT TO THE CONSUMER



Engagement

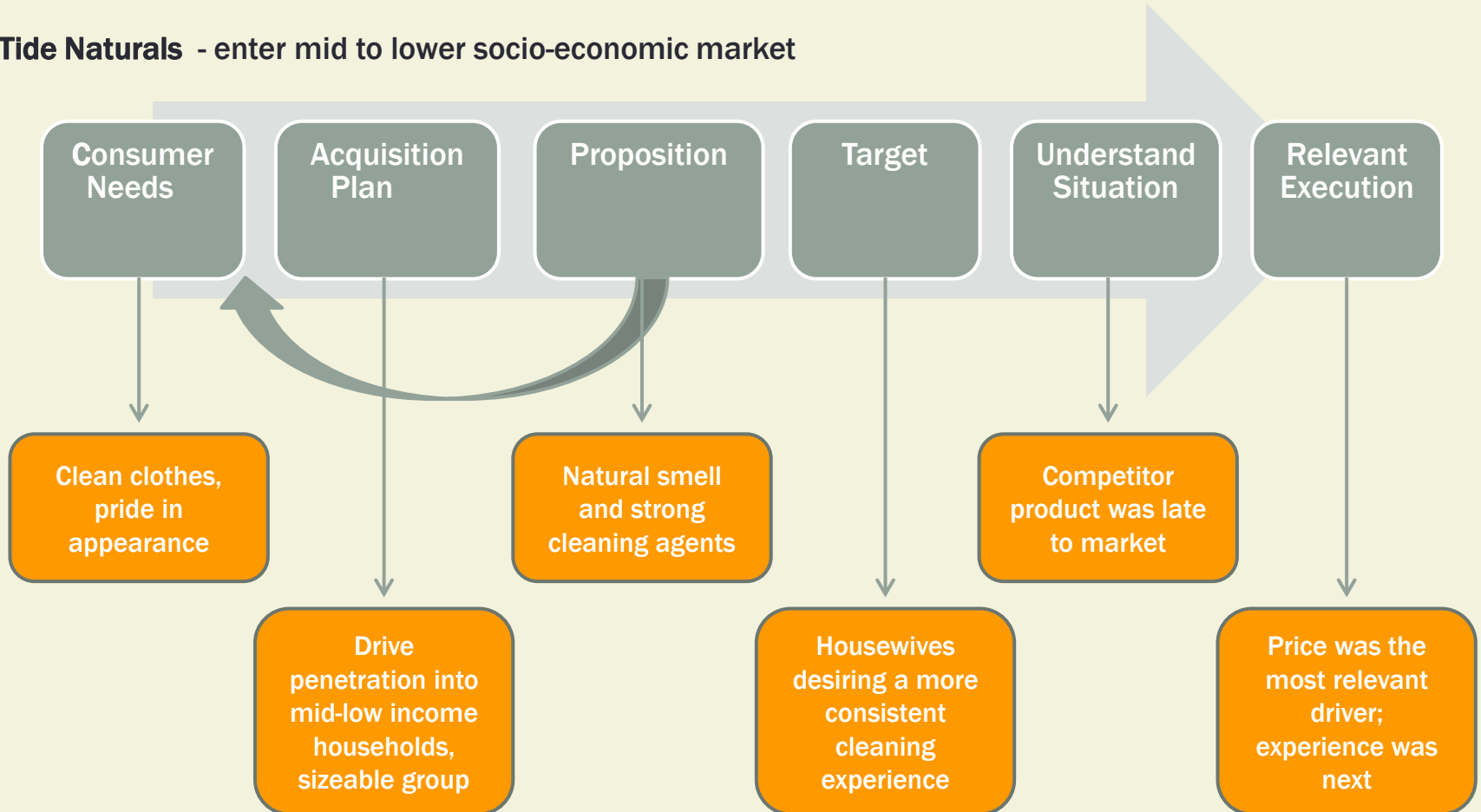


GREAT EXECUTIONS BUILD EQUITY AND CONNECT TO THE CONSUMER



LET'S BRING IT ALL TOGETHER WITH AN EXAMPLE

Tide Naturals - enter mid to lower socio-economic market



WE HAVE USED CAPTURE TO KNOW THE MARKETING FLOW



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- 90 minutes
- ✓ Use CAPTURE to understand marketing concepts
- Use Marketing Frameworks to solve marketing problems

NOW IT'S TIME TO TALK THROUGH THE TYPICAL MARKETING FRAMEWORKS

5Ps

4Cs

STP

**Internal /
External**

**Pre / Post
Launch**

BUT BE WARNED!

AVOID BECOMING THE “ASK-BOT”

Do you have market share?

Do you have cost information?

What's are the price trends?

What's their brand strategy?

What are the industry trends?

Do you know their value prop?

Is this move strategic?

Can they gain synergies?

How are the competitors?

Are consumers sticky?

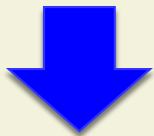


INSTEAD USE BLOCK, BREAK AND ASK TO THINK AND ASK RELEVANT QUESTIONS

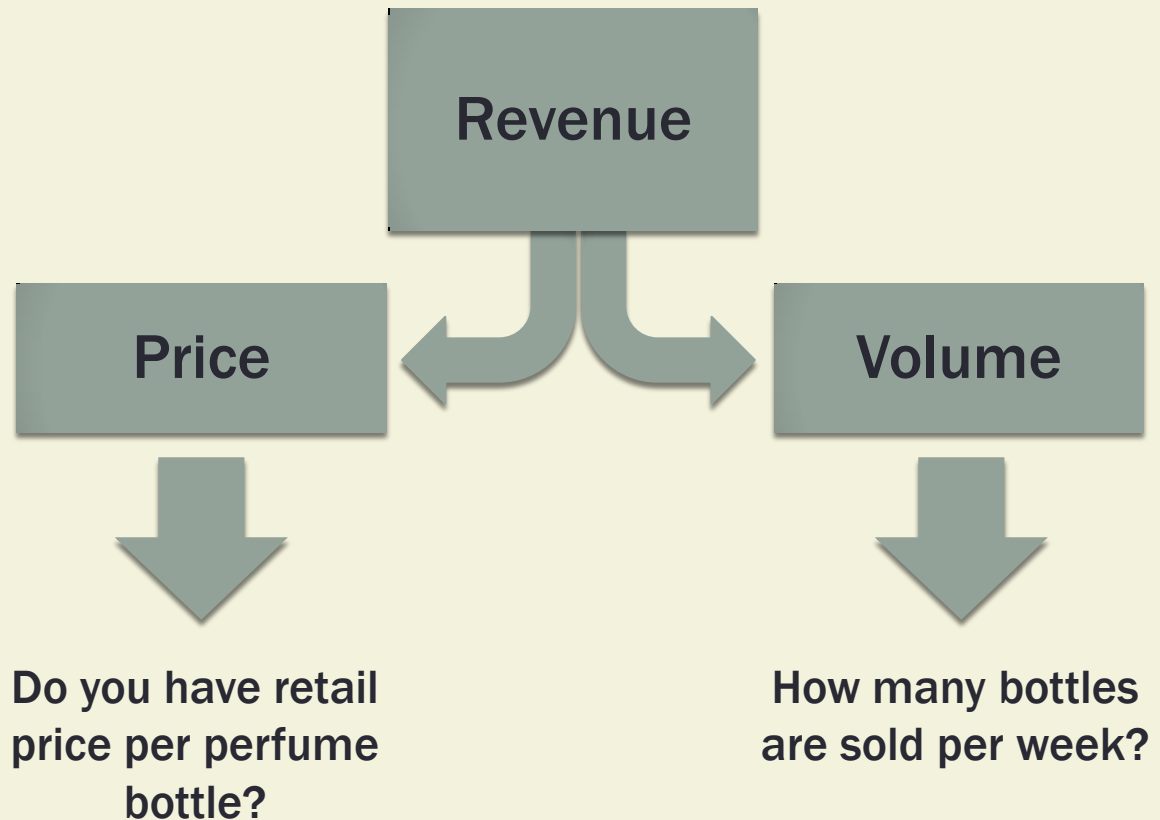
BLOCK



BREAK



ASK



THE 4PS IS THE MOST WELL KNOWN – GO DEEPER WITH BLOCK, BREAK AND ASK

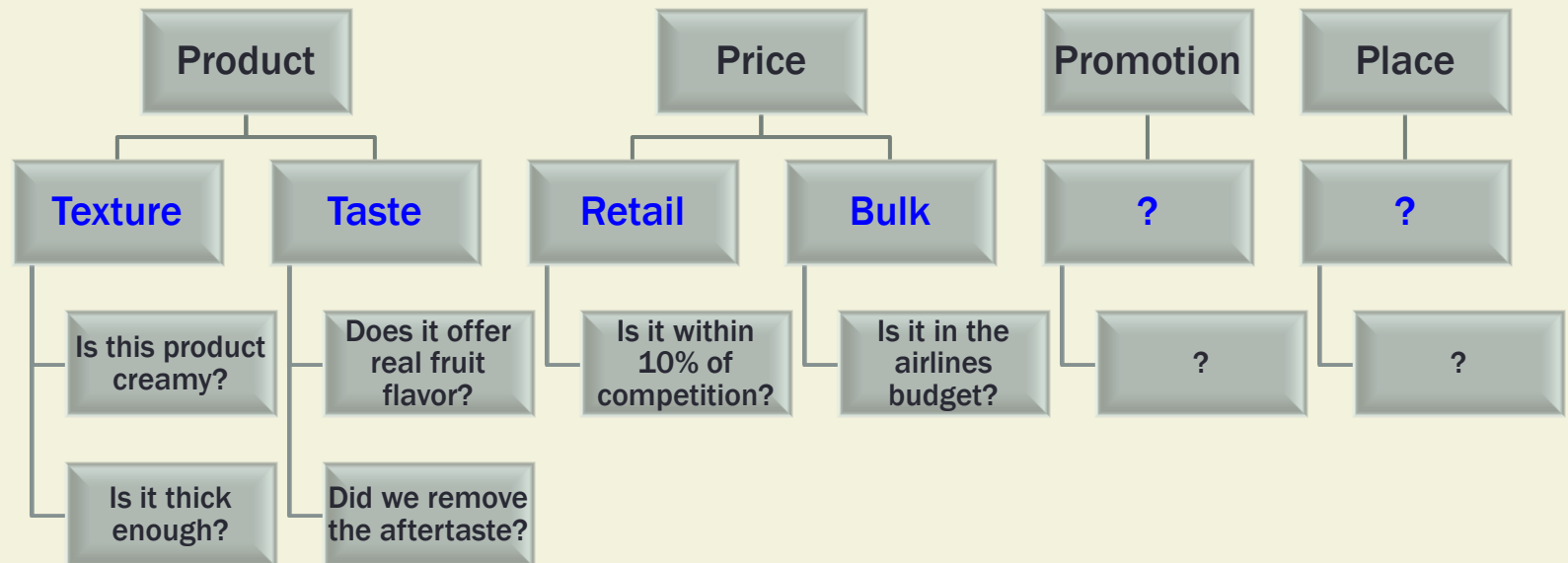
4Ps

Should Breyers launch natural, fruit yogurt?

BLOCK

BREAK

ASK



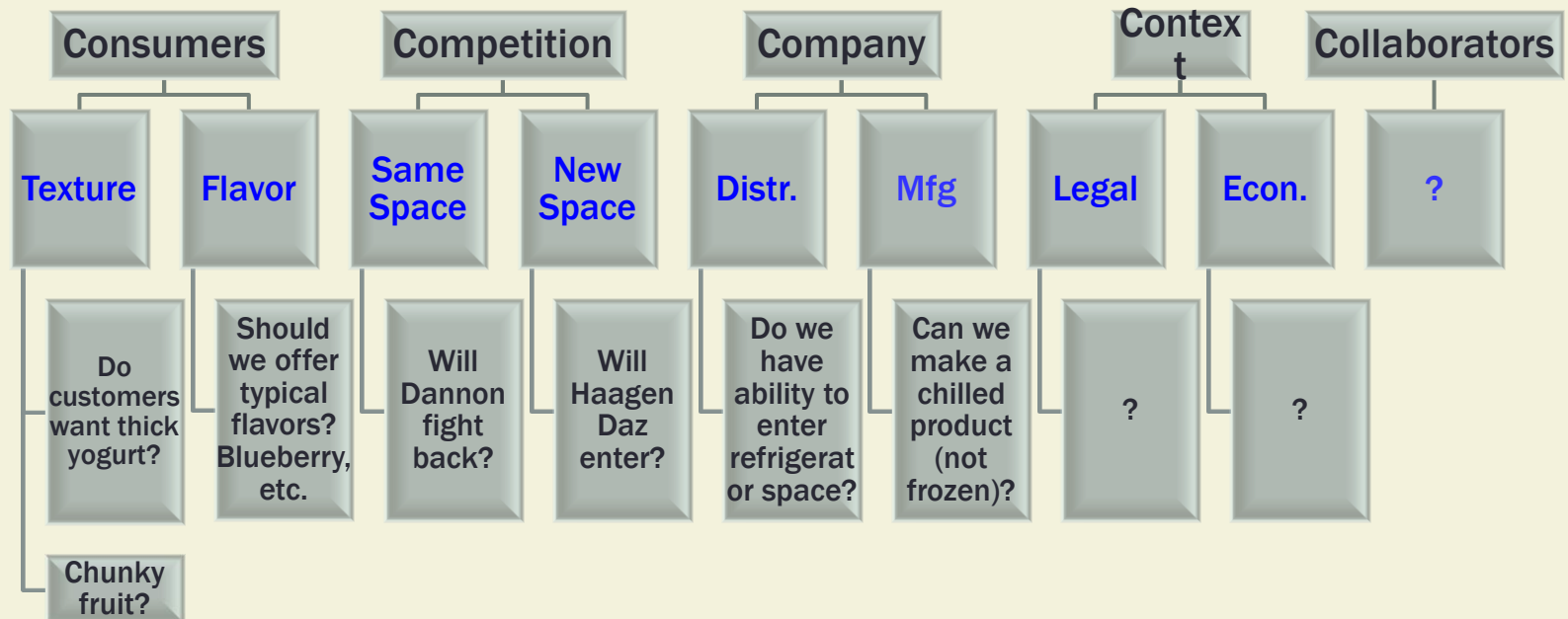
THE 3CS LET'S YOU UNDERSTAND SOME BROAD ISSUES

3/5Cs What case specific questions would you ask?

BLOCK

BREAK

ASK



USE BLOCK, BREAK, AND ASK FOR SEGMENT, TARGET AND POSITION

What case specific questions would you ask?

BLOCK

Segment

Target

Position

BREAK

Existing

To Be Built

Dannon
Yogurt
Eaters

Health
Conscious

Within
Breyers

Against
Others

ASK

Can we get
greek yogurt
eaters to
switch?

Are there ice
cream lovers
willing to try a
Breyers' yogurt?

Can we match
and exceed
their value?

Will they be
excited about
the "gut
healthy"
attributes of
our yogurt?

How can we
align the brand
with health
when now it's
with dessert?

How is my
product
positioned
against
competitors in
terms of price,
quality, image
and
advertising?

EXERCISE 10: FRAMEWORK WALK THROUGHS

- Use the 4Ps, 3/5Cs and STP to think through the following scenarios.
- Be sure to avoid just asking questions (ASKBOT), but instead:
 - Block, Break and Ask
 - Be case specific (think about words, phrases and products that relate)
 - Carry the discussion
- Interviewers: Be sure to push back and ask questions. Play the part of a real interviewer.
- Take 5-7 minutes for each topic. Give and take a topic:
 - HP wants to launch a personal travel printer for under \$200
 - Sony's new cloud based, Learn & Earn, kids' games that help parents reward their kids for leaning with weekly allowances
 - Coach wants to get into women's jewelry
 - Kid's Cologne by Armani, smell extra sweet for school!
 - Gray Goose want to launch Vodka Refreshers, a light, drinkable vodka cooler
 - Wrigleys is thinking about caffeinated gum

WE'LL DO EXERCISES IN EACH SECTION TO BUILD STRONG INTERVIEW SKILLS

Behavioral Interview

Technical Interview

1

STAR

- Learn how to get your story across

Exercise 1
STAR basics

2

Answer
First

- Bring out the main point to highlight your best skills

Exercise 2
Convert to
Answer First

3

IMPACT

- Practice with these stories to build a solid base
- Add in marketing specific questions

Exercise 3
Build IMPACT
stories

4

CONNECT

- Know the marketing core skills
- Connect your personal traits with the marketing core skills

Exercise 4
Highlight Core
Marketing
Skills

5

CAPTURE &
MARKETING
FRAMEWORKS

- Broaden your thinking beyond the 5 P's and lists of frameworks
- Learn how to move quickly through a complex problem with Marketing Frameworks

Exercises 5-10
Working Through
Each Element

Bonus

BONUS SECTION: LET'S TALK ABOUT EFFECTIVE ADS

- Ads should be memorable, well-branded and persuasive
 - Very interesting
 - Relevant differentiation
 - Simple to execute
 - Strong branding
- Memorable ads also feature:
 - A point of interest. Did the ad catch your attention?
 - A story. Did it pull on your heart strings or make you excited?
 - A catch. What jumps out?
- Does it make you want to act? Purchase, recommend or go see.
- LET'S EVALUATE SOME ADS



FLOOR TILES



- Is this ad well placed, memorable or interesting?
 - Very interesting
 - Relevant differentiation
 - Simple to execute
 - Strong branding
- Does it have a feature that matters?
 - A point of interest. Did the ad catch your attention?
 - A story. Did it pull on your heart strings or make you excited?
 - A catch. What jumps out?
- Does it make you want to act? Purchase, recommend or go see.

GROHE



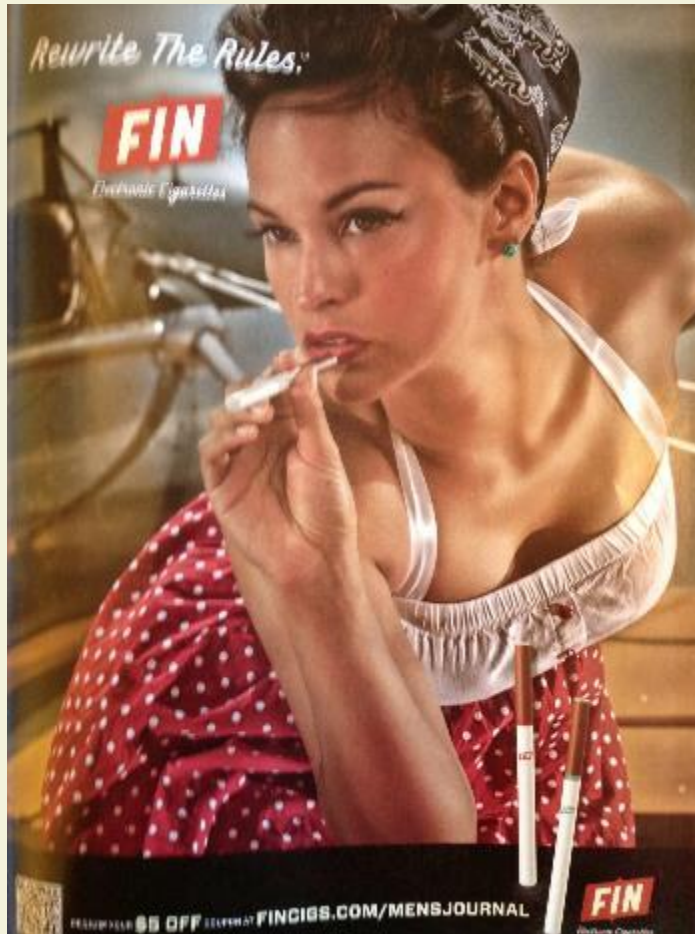
- Is this ad well placed, memorable or interesting?
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 - A catch. What jumps out?
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EDDIE BAUER



- Is this ad well placed, memorable or interesting?
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 - Relevant differentiation
 - Simple to execute
 - Strong branding
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 - A story. Did it pull on your heart strings or make you excited?
 - A catch. What jumps out?
- Does it make you want to act? Purchase, recommend or go see.

FIN ELECTRONIC CIGARETTES



- Is this ad well placed, memorable or interesting?
 - Very interesting
 - Relevant differentiation
 - Simple to execute
 - Strong branding
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 - A catch. What jumps out?
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PRADA COLOGNE



- Is this ad well placed, memorable or interesting?
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 - Relevant differentiation
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 - Strong branding
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 - A story. Did it pull on your heart strings or make you excited?
 - A catch. What jumps out?
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BOSCH



- Is this ad well placed, memorable or interesting?
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 - Relevant differentiation
 - Simple to execute
 - Strong branding
- Does it have a feature that matters?
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 - A story. Did it pull on your heart strings or make you excited?
 - A catch. What jumps out?
- Does it make you want to act? Purchase, recommend or go see.

AMIDREN



**Low T?
Not Me!**

Amidren – The Once Daily Male Performance Formula

If you're over 35, chances are you've already begun to notice changes in your performance. All guys hate to admit it, but unfortunately the inevitable occurs in all men... your male hormone levels decline and your entire hormonal system shifts in unfavorable directions. These hormonal imbalances are responsible for many undesirable effects such as increased body fat, loss of lean muscle mass, low energy, mood changes and decrease in bone mass.

Only recently have scientists and physicians identified how to address this condition in men, called Andropause. What they have discovered is that while testosterone is a key hormone for male performance, it's not the only hormone that needs to be addressed. Amidren is the first complete male hormone modulating formula designed to help increase testosterone and restore optimal hormonal balance to address the degenerative effects of Andropause.

Whether you're at work, in the gym or with your partner don't let declining hormones affect your performance. That's why every man should know about Amidren – the once daily formula to help combat Andropause.

Amidren™
live at your peak™

- Heighten Energy Levels and Male Performance
- Maintain Lean Muscle Mass and Decrease Body Fat
- Doctor Formulated

Call Now or Go Online To Order Today!
1.877.868.7325 | www.Amidren.com

Not available at: **GNC** **the Vitamin Shoppe** **VITAMIN WORLD**

- Is this ad well placed, memorable or interesting?
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 - Simple to execute
 - Strong branding
- Does it have a feature that matters?
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 - A catch. What jumps out?
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OAKLEY



- Is this ad well placed, memorable or interesting?
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 - A catch. What jumps out?
- Does it make you want to act? Purchase, recommend or go see.

WEATHER TECH

TechLiner™
Armor Your Investment
No Messy Sprays or Drilling Needed
100% Recyclable, Odorless Material
Flexible and Durable
Chemical and UV Resistant

Custom Fit to the Contours of Your Truck Bed

Works Well Under Rugged Road Liners to Protect Against Paint Wear

In-Channel Side Window Deflectors
No Exterior Tape Needed
Reduces Wind Noise and Allows Interior Heat to Escape

No-Drill MudFlaps
Mounts-in-Minutes™
Installs Without Tire/Wheel Removal
Protect Your Vehicle's Most Vulnerable Rust Area
No Drilling into the Vehicle's Fragile Metal Surface
Available for Trucks and SUVs

THE SECRET

Easy to Install

Light and Dark Trim, Precision-Machined Flange, Sleek, Low Profile Design

WeatherTech®
American Manufacturing Done Right!

f t g+ y

- Is this ad well placed, memorable or interesting?
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 - Strong branding
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 - A catch. What jumps out?
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CREST



- Is this ad well placed, memorable or interesting?
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 - Relevant differentiation
 - Simple to execute
 - Strong branding
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 - A story. Did it pull on your heart strings or make you excited?
 - A catch. What jumps out?
- Does it make you want to act? Purchase, recommend or go see.

HORMEL REV WRAPS



- Is this ad well placed, memorable or interesting?
 - Very interesting
 - Relevant differentiation
 - Simple to execute
 - Strong branding

- Does it have a feature that matters?
 - A point of interest. Did the ad catch your attention?
 - A story. Did it pull on your heart strings or make you excited?
 - A catch. What jumps out?

- Does it make you want to act? Purchase, recommend or go see.

DAYQUIL AND NYQUIL



- Is this ad well placed, memorable or interesting?
 - Very interesting
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 - A story. Did it pull on your heart strings or make you excited?
 - A catch. What jumps out?
- Does it make you want to act? Purchase, recommend or go see.

LUPUS DRUGS



- Is this ad well placed, memorable or interesting?
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 - Relevant differentiation
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 - A catch. What jumps out?
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MINI WHEATS



- Is this ad well placed, memorable or interesting?
 - Very interesting
 - Relevant differentiation
 - Simple to execute
 - Strong branding
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 - A story. Did it pull on your heart strings or make you excited?
 - A catch. What jumps out?
- Does it make you want to act? Purchase, recommend or go see.

QUAKER OATS



- Is this ad well placed, memorable or interesting?
 - Very interesting
 - Relevant differentiation
 - Simple to execute
 - Strong branding
- Does it have a feature that matters?
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 - A story. Did it pull on your heart strings or make you excited?
 - A catch. What jumps out?
- Does it make you want to act? Purchase, recommend or go see.

SAMSUNG



- Is this ad well placed, memorable or interesting?
 - Very interesting
 - Relevant differentiation
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- Does it have a feature that matters?
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 - A catch. What jumps out?
- Does it make you want to act? Purchase, recommend or go see.

TAG HEUER



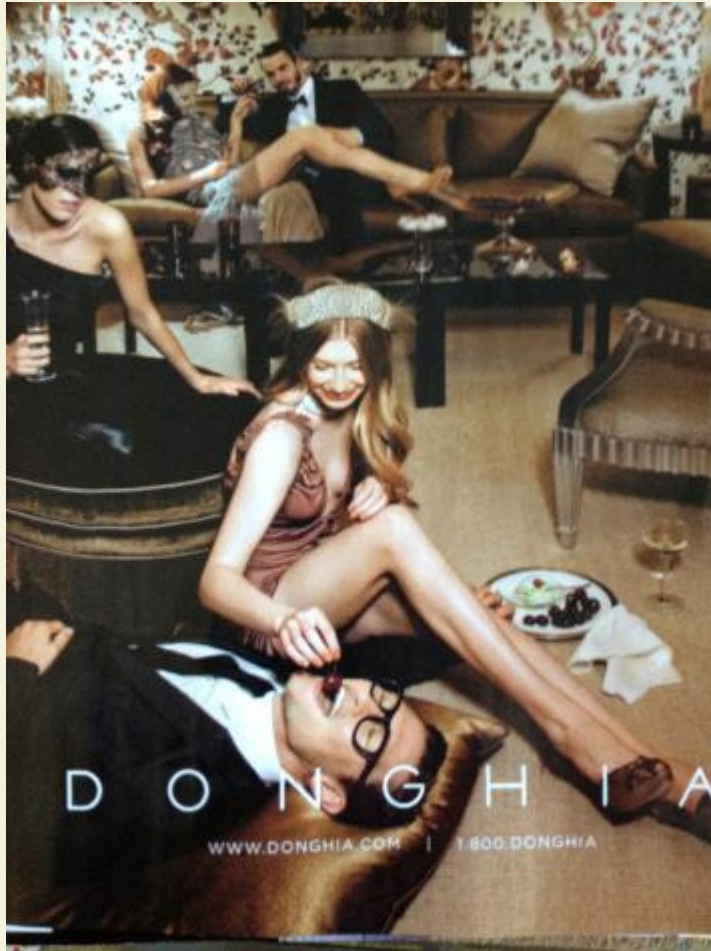
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ARTISTIC TILE



- Is this ad well placed, memorable or interesting?
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DONGHIA



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 - A catch. What jumps out?
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ST. REGIS HOTEL



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 - A catch. What jumps out?
- Does it make you want to act? Purchase, recommend or go see.

CHANEL



- Is this ad well placed, memorable or interesting?
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 - Relevant differentiation
 - Simple to execute
 - Strong branding
- Does it have a feature that matters?
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 - A story. Did it pull on your heart strings or make you excited?
 - A catch. What jumps out?
- Does it make you want to act? Purchase, recommend or go see.

NOW ITS TIME TO APPLY OUR SKILLS TO SPECIFIC MARKETING PROBLEMS



- 30 minutes
- Every Marketer's Challenge
- Know the Core Marketing Skills
- Understand Your Interview Tests



- 90 minutes
- Build Strong Communication
- Assess Your Marketing Skills and Connect Them
- 15 MIN. BREAK



- 90 minutes
- Use CAPTURE to Understand Marketing Concepts
- Use Marketing Frameworks to Solve Marketing Problems