Assignment

Z SUPPLY seeks to increase brand awareness and double revenue by the end of 2018. As a brand that carries year-round essentials, Z SUPPLY strives to create a feeling of freshness and newness so that customers return, and buy again. Overall, the brand team at Z SUPPLY seeks to expand their core by developing a larger reach. The scope of this project focuses on their e-commerce efforts, not their in-store efforts.

In developing your plan to launch a branch strategy, teams should address the following:
- How should Z SUPPLY position to attract an appropriate client base?
- How can Z SUPPLY be leveraged to convey the brand mission and promise?
- How should Z SUPPLY employ marketing strategies to convey the brand promise?
- What is the size of the opportunity should your brand strategy be adopted?
- How should the outcomes of the plan be measured?

Company Research Caveat

When evaluating Z SUPPLY’S competition, consider that companies (public and private) won’t go through the expense and effort to disclose their restricted “secret sauce” info, e.g. target market(s), ad campaign plans, business models, granular financials, etc. Companies do not share info unless the SEC mandates it, or unless they want to generate interest.

Consumer Resources

BRG > MARKETING > Consumers

Mintel: US national-level market research reports on consumer behavior, both in well-defined consumer segments, (e.g. Millennials), and established consumer goods markets, including clothing. Coverage is US-only.

eMarketer: Market research reports, industry data, and charts for everything digital, including consumers behavior related to: internet usage, ecommerce, B2B, online marketing and advertising, social media, mobile device usage. Coverage is both US and global.

Branding & Advertising Resources

BRG > MARKETING > Brands

Encyclopedia of Global Brands: 270 entries on how a product originated and was first marketed, how it developed commercially and how it fares today compared with its competitors and its own past history.
BRG > MARKETING > Advertising > Readings for Advertising

Encyclopedia of Major Marketing Strategies: 500 campaigns of the 20th century. Looks at historical context, target market, expected outcomes, competition, marketing strategy and development hurdles and the outcome of the campaign—what worked, what didn’t and why.

Scholarly & News Articles

BRG > Journals

Many popular business scholarly journals are listed, including titles recommended by Professor Bradford:
- Journal of Consumer Research
- Journal of Marketing
- Journal of Marketing Research

More journals are findable by searching a title or keyword with the ANTPAC search box, e.g. Journal of Interactive Marketing.

BRG > Academic Articles

Business Source Complete: This giant database is like Google for business research!

Databases interpret more literally than Google, so use these tricks:
- Start with 1-2 keywords, and add more words to refine a large list of results.
- Use “quotes” for “an exact phrase”.
- Use * for every ending to a word, e.g. market* returns market-ers, -ing, -ed, etc.

Use the custom link to search across this journal list in Business Source Complete:
  - Journal of the Academy of Marketing Science
  - Journal of Advertising
  - Journal of Consumer Research
  - Journal of Interactive Marketing
  - Journal of Marketing
  - Journal of Marketing Research
  - Journal of Retailing

(Tip: Use the second keyword search box; leave the first box as-is.)

BRG > News

Includes both popular US and Global news titles, plus in California the OC Business Journal.