



UNIT

5

Marketing Strategy

Unit Objectives

After studying this unit, you should be able to:

- learn about the aspects marketing concerns
- analyze the competitor's marketing strategies
- introduce the products to the dealers or the client
- choose the suitable way of publicizing the new product
- write a sales letter to the dealers or the client





Warming-up



- Advertising is essential in marketing and is used by most companies. It may be on the Internet, TV, radio, on posters or in newspapers and magazines and on mobile phones.

Task 1 Match the following slogans with the products or services they advertise.

Column A

1. Light as a breeze, soft as a cloud.
2. Freshen up with seven-up.
3. Man invented time, Seiko perfected it.
4. Clean your teeth and freshen your breath.
5. Let's spend the night together.
6. Saturday Night on Sunday Morning.
7. A friend in need is a friend indeed.
8. Ensure to erase years from your skin.

Column B

- a. a cosmetic
- b. a soft drink
- c. clothes
- d. a toothpaste
- e. a hotel
- f. a medicine
- g. a video recorder
- h. a watch

Task 2 Rearrange the following parts of an advertisement about Pepsi Cola to ensure that it makes sense.

- a. The Pepsi generation? It's a whole lot of people like you!
- b. Who is the Pepsi generation?
- c. Famous regular Pepsi—with a cold, clean taste and energy to liven your pace.
- d. Everyone with a young view of things! Livelier people with a liking for Pepsi Cola.
- e. Or new Diet Pepsi—with that same honest-to-Pepsi taste and less than a calorie a bottle. Come alive! You're in the Pepsi generation!

1 ___ > 2 ___ > 3 ___ > 4 ___ > 5 ___



Reading A

Task 1 Before reading the passage, see how much you know about marketing.

- Marketing concerns every aspect of a business and can be divided into four areas—the “four Ps”. Do you know what is the “four Ps”? Guess it! If you get the answers, try to explain the role each of the “four Ps” plays in marketing.
- Which of the following advertising slogans most impresses you? State your reasons.
 -  We are driving excitement. —Pontiac Vehicles
 -  Poetry in motion, dancing close to me. —Toyota
 -  Beyond rational. —BMW 3 Series cars
 -  In Search of Excellence. —Buick
 -  Future for my future. —Chevrolet
 -  Life is a journey. Enjoy the ride. —Nissan



Toyota Hybrid Vehicle Marketing Strategies for

Introduction

Recognizing consumer demand for better fuel economy and reduced emissions, Toyota has introduced its hybrid vehicles, the Prius, to the American market in 2000.

First-generation Prius

Toyota’s initial marketing strategy for the Prius targeted innovators and early adopters of new technologies. The 2000 “Prius” campaign focused on Toyota’s creating environment-friendly vehicles and on using online space to attract those who were enthusiastic about new technology.

Toyota enabled interested customers to visit a special website about Prius development as early as two years before the introduction of the product. Toyota used focus groups and clinics with target consumers to evaluate different aspects of the Prius. Toyota found that the consumers valued high technology, affordable price, clean operation, comfort, quality, convenient design, and safety.

Toyota’s television and print ads laid stress on the evolutionary aspects of hybrid technology and freedom from dependence on oil. Toyota created online e-brochures with a 17-second video clip that were sent to the almost 44,000 people. In addition,

Toyota benefited from various celebrity support that attracted attention to the new Prius.

As a “purchase accelerator” among its target buyers who requested information on the Prius, Toyota offered these customers the opportunity to preorder cars, which were then finalized by the dealerships. Toyota also coordinated with approximately 900 dealers to execute a “rental” program, which allowed interested customers to have the car for a one-day, extended test drive.

The first-generation Toyota Prius experienced great success in the U.S., with sales growing 32 percent from 2001 to 2003.

Second-generation Prius

The second-generation of the Prius was introduced in 2004, targeting the “early majority” of consumers who tend to demand reliable, affordable, proven products, as contrasted to the “early adopters” targeted in the 2000 campaign.

Toyota responded to the American demand for larger vehicles by introducing a roomier “mid-size” Prius, which could be sold at the same price as the first-generation car due to efficiencies achieved in the production process. Toyota used its television advertising to emphasize the size and

power, along with the environmental benefits, of the second-generation Prius to convince the early majority that it was a performance car that happened to be environmentally friendly.

The Future

Due to impending arrivals of additional competitors, the hybrid market share picture is projected to change dramatically in the near future.

Task 2 Match the English expressions with their Chinese meanings.

1. target consumer	●	<input type="radio"/> a. 汽车销售商
2. video clip	●	<input type="radio"/> b. 延时驾车体验
3. rental program	●	<input type="radio"/> c. 录像/视频剪辑
4. auto dealer	●	<input type="radio"/> d. 市场份额
5. extended test drive	●	<input type="radio"/> e. 目标客户
6. market share	●	<input type="radio"/> f. 租车项目
7. focus groups and clinics	●	<input type="radio"/> g. 购买加速器
8. purchase accelerator	●	<input type="radio"/> h. 焦点团体和讨论会

Task 3 Read the passage and fill in the ways related to the media used in Prius marketing strategies.

Set up a special 1 _____ about Prius development.

The 2 _____ and 3 _____ laid emphasis on the technology innovation of hybrid.

Created 4 _____ with a 17-second 5 _____.

The 6 _____ stressed the size, power of the second generation Prius, letting people know it was an environment-friendly car with good performance.

Task 4 Read the passage again and judge whether the following statements are true (T) or false (F).

- 1. From the passage we learn that consumers want better fuel economy cars now.
- 2. The first-generation Prius targeted those who were crazy about new technology.
- 3. Toyota used at least three means of media to publicize the Prius.
- 4. The first-generation Toyota Prius achieved great success in the U.S., with sales growing 23% from 2001 to 2003.
- 5. American people usually want big cars.

Task 5 In addition to the marketing strategies mentioned in the passage, what else marketing strategies do you think effective? Collect your thoughts.





Listening

Task 1



Mary, secretary of the Marketing Department of TAC, is telephoning one of their dealer principals, Mr. White, inviting him to attend TAC's Auto Release Conference. Listen to the conversation and fill in the blanks with what you hear.

Mary: Hello, Mr. White, I'm Mary, secretary of the Marketing Department of TAC. I'm calling to invite you to our company's Auto Release Conference and a later tour around our 1 _____.

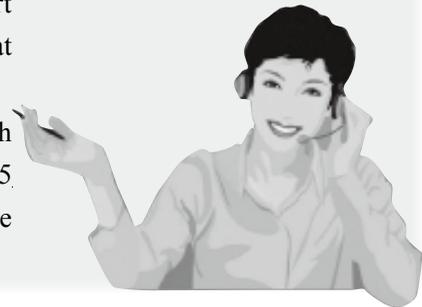
Mr. White: Good! Does that mean you are introducing new products or technologies?

Mary: More than that. Besides the premier opportunity to see our newly 2 _____ models, you will get a lot more, maybe great surprise when you come.

Mr. White: Fabulous! Then what's the time? Hope I can 3 _____ it.

Mary: The conference will be held in Beijing from June 21st to 24th, and as our VIP partner, you'll be picked up at the airport and we arrange all the accommodations that will be charged to our 4 _____.

Mr. White: Fine! I hope you can email me a letter with more details and I'll email you back to 5 _____ when the flight number and arrival time are fixed.



Task 2

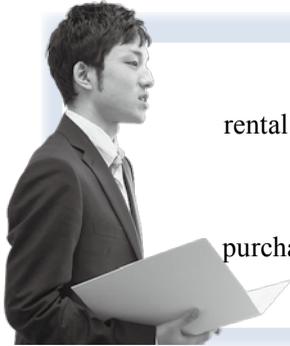


Jessica Clair, director of the Marketing Department, is accompanying Mr. White around the tradeshow, giving detailed introduction to new models. Listen to the conversation and tick the items mentioned in the talk.

hybrid car	<input type="checkbox"/>
elegant interior	<input type="checkbox"/>
elegant exterior	<input type="checkbox"/>
car performance	<input type="checkbox"/>
medium price	<input type="checkbox"/>
possible popularity level among people	<input type="checkbox"/>
high efficient production	<input type="checkbox"/>
technology progress	<input type="checkbox"/>
target consumers	<input type="checkbox"/>
promising market	<input type="checkbox"/>



Task 3 Jessica Clair is explaining to Mr. White some financing programs TAC is launching to promote sales. Match the items on the left with related information on the right.

rental options ● purchase options ●	<input type="radio"/> leasing cars <input type="radio"/> a wise move <input type="radio"/> partial payments <input type="radio"/> serving as an agent <input type="radio"/> for sharing benefits <input type="radio"/> mortgage	lease <i>v.</i> 出租, 租借 mortgage <i>n.</i> 抵押
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Preview before listening

Task 4 Mary is receiving a lady named Britney Spears who wants to rent a car. Listen to the conversation and choose the best answer to each question.



1. The lady would like to rent a(an) car.
 A. graceful B. luxury C. economy D. midsize car
2. How many days would the lady have the car for?
 A. 8 days. B. 9 days. C. 10 days. D. Not mentioned.
3. How did the lady pay for the rent?
 A. She paid by Paypal. B. She used the credit card.
 C. She paid in cash. D. She paid by debit card.
4. What did the lady do before she collect the car?
 A. She showed her driving license. B. She left a deposit.
 C. She filled in the form. D. Above all.
5. What can you infer from the conversation?
 A. The lady will go to TAC in 9 days. B. Mary is a qualified secretary.
 C. The lady may be a lawyer. D. The lady is satisfied with Mary.

swipe the credit card 刷卡
 deposit *n.* 定金



Task 5 Jessica Clair is having a talk with Mr. White about the company's new promotion campaigns. Take notes with the information you hear.



Notes

Ways to launch the promotion campaign:

1. _____ on the national channel with TV commercials;
2. _____ Miller to be spokesperson;
3. using _____;
4. created _____;
5. also using _____;

Other suggestions:

Mr. White suggested _____.

Jessica Claire's response:

It's _____, but will _____.



Speaking

Task 1 Work in pairs. Practice making short phone calls with the words provided according to the example below.



Example:

A: Mr. Zhou, I'm Mary Jones from TAC. I'm calling to invite you to company's New Auto Release Conference.

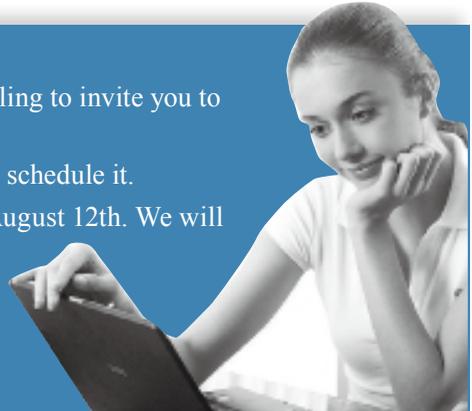
B: Hmm... I want to know the time so that I can schedule it.

A: The conference will be held in Shanghai on August 12th. We will you up at the airport and arrange the hotel for

B: Let me see... OK. I can attend it.

A: Fine! Please tell me your flight number later.

B: All right.



1. Mr. Smith / Shanghai Volkswagen / participate in working out our market plan / in the morning next Monday

2. Mr. Brown / Jiangling Motors Corporation / view our advertisement project / this Friday afternoon

3. Jacky Chen / Procter & Gamble (P&G) / be our spokesman / to our company / full schedule / when is convenient / can't spare a minute / discuss with the broker

Task 2 Work in pairs. Suppose you are Mary, receiving a lady who wants to rent a car. Make a conversation with your partner. You may use the phrases or expressions listed below.



Mary



May I help you?
Would you like...
Which model would you like?
How many days would you like it for?
May I see your...
Could I swipe your credit card?

The Lady



I'd like to...
What's your rent rate?
Here is my driving license.
I will keep/have it... days/from... to...
Can you tell me where...
See you on...

Task 3 Work in pairs. Rearrange the following conversation between Mary Jones and Jessica Clair and then role-play it.



1. Mr. White: Yes, I' ve seen that you company is bombing the golden time on the national channel with impressive TV commercials.
2. Jessica Claire: Mr. White, TAC' s sales volume has been going up these several years. It' s due to our domestic target marketing strategies.
3. Mr. White: He' s popular throughout the world. So I think that will have a sensational effect. But the TV commercial seems not the only reason.
4. Jessica Claire: That' s not all. We are presently inviting the international superstar Ronaldo to be our spokesman.
5. Jessica Claire: Good idea. But I will send somebody to our neighbor countries to do some market research first.
6. Mr. White: In addition to advertising, Mr. Claire, do you think of opening some markets abroad?
7. Jessica Claire: Yeah, you' re right. We are also using the Internet. Our homepage is updated more frequently and we have created online e-brochures with video clips, not to say handbooks and other publications.

The right order is: ___ > ___ > ___ > ___ > ___ > ___ > ___ >

Task 4 Work in groups. Compare the marketing strategies of the first-generation Prius and the second-generation based on the following aspects according to Reading A. Then analyze and discuss why Toyota adopts different strategies.



The launch time	_____
Target customers	_____
Focus of the marketing	_____
Marketing methods	_____





Reading B

A Letter of Automobile Release Conference

It's not enough for a business to make a great product—they have to find customers and then sell it! That's where marketing comes in. Marketing is essential because it helps companies decide on their goals and strategies. Marketing is all about identifying and meeting customer needs.

The automobile release conference plays an important role in new products marketing and is used by most companies. So you'd better learn to write an announcement or letter of automobile release conference. Here is an example.

To: zdc@mca.com

Subject: TAC's Automobile Release Conference and Tradeshow

Dear ladies and gentlemen,

TAC's Automobile Release Conference and Tradeshow continue to be the gold-en opportunity to market and customers. We hope our conference participants are looking for products and services that will help them to better their lives and create value-added relationships.

Our conference will be held from June 21st to 24th in Beijing. By the exposure of the newly launched models and other models of our vehicles, our company supplies an opportunity for customers to learn about the state of the automobile industry and the choices they are facing. Coming from a point of knowledge on the automobile industry ensures you get the support you need and the services you desire. Our conference will also provide you with the opportunity to gain immediate access to the decision makers who would be difficult to reach otherwise.

To participate in the conference, you must register in advance. For registration information please call (010) 8276-3878 or email us at registration@tac.com. Securing your registration now will guarantee your attendance at the meeting — and all the opportunities.

TAC Contact person: Mary Jones, secretary

Phone: (010) 8276-3867

Fax: (010) 8991-7511

Email: Mary.J@tac.com

Looking forward to hearing from you soon.

Best regards,

The Marketing Department of TAC

Task 1 Read the above passage and match the English expressions with their Chinese meanings.

1. golden opportunity ●	<input type="radio"/> a. 获得注册
2. conference participants ●	<input type="radio"/> b. 发布新车型
3. create value-added relationships ●	<input type="radio"/> c. 汽车工业现状
4. the exposure of the newly launched models ●	<input type="radio"/> d. 直接接近决策人
5. the state of the automobile industry ●	<input type="radio"/> e. 难得的机会
6. immediate access to the decision makers ●	<input type="radio"/> f. 与会人
7. register in advance ●	<input type="radio"/> g. 附加创造业务机会
8. secure the registration ●	<input type="radio"/> h. 提前注册

Task 2 Read the passage again and fill in the table with the correct information.

Initiator:	Subject:	Date:	Place:
Email:	Fax:	Tele:	Contact person:
Purpose of the conference:			
Ways to participate:			

Task 3 Translate the following paragraph in Reading B into Chinese.

Our conference will be held from June 21st to 24th in Beijing. By the exposure of the newly launched models and other models of our vehicles, our company supplies an opportunity for customers to learn about the state of the automobile industry and the choices they are facing. Coming from a point of knowledge on the automobile industry ensures you get the support you need and the services you desire. Our conference will also provide you with the opportunity to gain immediate access to the decision makers who would be difficult to reach otherwise.



Writing

Task 1 Suppose you are Mary and writes a letter to introduce the new model car to the dealer principal, Mr. White. Your letter should cover the following aspects. The beginning and closing sentences are already given.



1. Explain the reasons for the increasing in your company’ s sales volume.
2. You are happy to be able to tell Mr. White that the new model has come out after three years of research and development.
3. Introduce the new model Triumph 5 to Mr. White: four-door sedan, decent interior, graceful outlook, comfortable to drive, good dynamic performance, suitable for young people.
4. It’ s a golden opportunity.

Mr. White:

Our company’ s sale volume has been going up these years. _____

Enclosed is the detailed technical reference on Triumph 5 and look forward to hearing your interest and inquiry soon.

Yours truly,
 Mary Jones:
Mary Jones
 Secretary of the Marketing Department of TAC

Task 2 Draft a marketing plan for TAC’s new model based on the following directions.



Before working out the marketing plan, every business has to know:

- What are the strengths and weaknesses of the company?
- What are the opportunities of and threats to the company?
- What’ s unique about the new model?
- Who is the target buyer?
- Who are your competitors?
- How do you position your product in the market?
- How do you distribute it?

Project

This project aims to make students master the use of media. The tasks are divided into three steps. Step one focuses on researching the information on advertising methods. Step two is to classify and analyze the information. Step three rests on making a plan for the new model's advertising.



Please follow the *Task Description* to complete the project.

Task Description

1 Step 1:

- Organize a small group with 4-6 people in your class ;
- Research online for information about advertising methods and the mass media;
- Share the information in your group.

2 Step 2:

- Classify the collected information;
- Analyze the advantages of each means of mass media and which specific audience the media applies to.

3 Step 3:

- Discuss which means of media your group will use if you want to publicize a new model of subcompact car and explain the reasons;
- Draft an advertising plan.



Self-evaluation

Rate your progress in this unit.

D M P F*

I learn about the aspects marketing concerns.

I can analyze the competitor's marketing strategies.

I can introduce the products to the dealers or the client.

I can choose the suitable way of publicizing the new product.

I can write a sales letter to the dealers or the client.

I can make a marketing plan.

**Note: Distinction, Merit, Pass, Fail*





New Words and Expressions

Reading A

New Words

initial /ɪ'nɪʃəl/ *a.* 最初的, 初期的
 target /'tɑ:ɡɪt/ *vt.* 把……作为目标
 innovator /'ɪnəvətə/ *n.* 改革者, 刷新者
 adopter / / *n.* 采用者
 enthusiastic /ɪnθju:zɪ'æstɪk/ *a.* 热心的, 热情的
 clinic /'klɪnɪk/ *n.* 学术会议, 讨论会
 evolutionary /,i:və'lu:ʃənəri/ *a.* 发展的
 brochure /'brəʊʃə, -ʃuə/ *n.* 小册子
 celebrity /sɪ'lebrɪti/ *n.* 名人, 社会名流
 dealership /'di:ləʃɪp/ *n.* 代理权, 经销权
 finalize /'faɪnəl-aɪz/ *vt.* 使完成, 把……最后定下来
 coordinate /kəʊ'ɔ:dɪneɪt/ *v.* 协调, 整合
 execute /'eksɪkjʊ:t/ *v.* 执行, 完成

rental /'rentl/ *n.* 租金总额
 majority /mə'dʒɔ:ɪti/ *n.* 多数, 大多数
 roomy /ru:mi/ *a.* 宽敞的
 project /prə'dʒekt/ *v.* 投射, 放映
 impend / / *v.* 迫近, 逼迫
 dramatically / / *ad.* 戏剧化地, 引人注目地

Phrases & Expressions

lay stress on 强调, 将……置为重点
 in addition 除此之外
 contrasted to 与……作对比
 respond to 回应, 响应
 along with 一同, 一起

Reading B

New Words

essential /ɪ'senʃəl/ *a.* 重要的, 主要的
 exposure /ɪk'spəʊʒə/ *n.* 暴露, 商品的陈列
 state /steɪt/ *n.* 状况, 情形
 immediate /ɪ'mɪ:diət/ *a.* 直接的, 最接近的
 access /'ækses/ *n.* 进入, 使用之权
 otherwise /'ʌðəwaɪz/ *ad.* 否则, 要不然
 register /'redʒɪstə/ *v.* 记录, 登记

Phrases & Expressions

play an important role 扮演重要角色, 起重要作用
 access to 接近, 通往……的入口, 有权使用



Vocabulary and Structure

Task 1 Write out the words in Reading A or Reading B according to their meanings in the right column. The first letters are already given.

- i _____ happening at the beginning
- t _____ to aim something at a target
- c _____ a widely known person
- b _____ a small book usually having a paper cover
- i _____ be about to happen
- r _____ enter into a book of names or events or transactions
- o _____ in another or different way
- r _____ large and having a lot of space inside

Task 2 Fill in each blank with the proper form of the word given in brackets.

1. Fresh air is (benefit) _____ to your health.
2. The (extend) _____ of the garage will take two weeks.
3. That may be the greatest (achieve) _____ in the last decade.
4. The car manufacturer tried their best to provide (convenient) _____ in driving for their customers.
5. The (major) _____ of the students were in favor of the new plan.
6. We must (final) _____ our plan of the new market survey.
7. It is a surprisingly (room) _____ car.
8. This writer finally received (recognize) _____ after his death.
9. (expose) _____ of the body to strong sunlight can be harmful.
10. Computers have brought (dramatically) _____ changes to the workplace.

Task 3 Complete the following sentences with the words or phrases given below. Change the form if necessary.

target	innovate	impend	execute	in addition
access	otherwise	coordinate	release	respond to

1. Citizens may have free _____ to the library.
2. He reminded me of what I should _____ have forgotten.
3. _____ the news, Mr. Watt appealed for calm.
4. Congress makes the laws; the President _____ them.
5. She has a sense of _____ disaster.
6. The sales campaign was _____ at the youth market.



7. The latest development has just been _____ to the media.
8. He is an excellent athlete; all his movements are perfectly _____.
9. _____, we will offer you 20% discount.
10. The company has successfully _____ new products and services.

Task 4 Make sentences with the same pattern as is shown in the examples.

Example: Toyota also coordinated with approximately 900 dealers to execute a “rental” program. / That allowed interested customers to have the car for a one-day, extended test drive.

—Toyota also coordinated with approximately 900 dealers to execute a “rental” program, *which* allowed interested customers to have the car for a one-day, extended test drive.

1. They will win the match. / That will please my brother.

2. The environmental protection is the focus of the debate. / That surprised no one.

3. He had prepared for the exam for three months. / That ensured his final success.

Example: because Toyota recognized consumer demand for better fuel economy and reduced emissions / Toyota has introduced its hybrid vehicles, the Prius, to the American market in 2000

—*Recognizing* consumer demand for better fuel economy and reduced emissions, Toyota has introduced its hybrid vehicles, the Prius, to the American market in 2000.

1. because we live in a remote village / we rarely have visitors coming

2. the Frenchman didn't know how to pronounce the word “plough” / he looked it up in a dictionary

3. they considered the importance of the experiment / they checked the result again and again

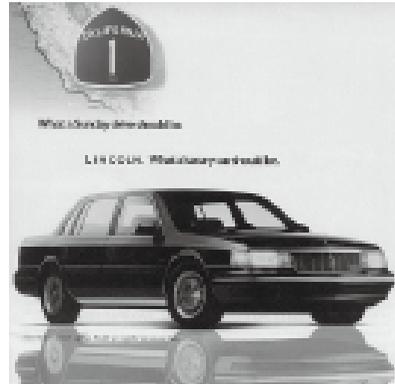
Task 5 Translate the following sentences into English using the words or phrases given in brackets.

1. It is reasonable for her to _____ (强调准时上课) . (lay stress on)
2. If you go on like this, _____ (没有人会从这个项目中受益) . (benefit from)
3. If you want to visit our plant, _____ (你一定要提前通知我们) . (in advance)
4. I strongly recommend to buy this car, for _____ (这辆汽车操纵灵敏) . (respond to)
5. Government recommends exporters _____ (在这件事上与他们的进口商相协调) . (coordinate with)

Fun Time

Can you pick out the correct choice with the hints given?

- Here you keep your maps, cassettes and old parking tickets.
 - the glove box
 - the gear box
 - the boot
- You need this if the trunk is full.
 - the bonnet (引擎顶盖, 机罩)
 - a roof rack
 - the gear box
- Vanessa keeps a toy rabbit in _____.
 - the ashtray
 - the boot
 - the back window
- The engine is under _____.
 - the bonnet
 - the boot
 - the glove box



- This is the pedal you press to shift.
 - the clutch (离合器)
 - the boot
 - the brake
- You need this to stop.
 - the accelerator
 - the clutch
 - the brake