

# Marketing – college essay



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Virgin Mobile customers have exclusive access to MET, VHF and Nickelodeon based content. This strategy appeals to the youth since most of their customers are MET followers. Besides that, MET networks is home to some of the most recognized youth brands in the country which is a perfect match to Virgin Mobiles target market. Customers are given easy ways to vote for their favorite videos on shows such as Mats " Total Request Live" through their phones. They can also personalize phones by adding new characters like graphics, ring tones, text alerts and voice mail.

In addition to the MET-branded content, Virgin Mobile provides text messaging, online real-time billing, rescue ring, wake-up call, fun clips, the hit list, music messenger and movies. Text messaging is an important selling point to youth. Kids prefer to text rather than make phone calls. Even when they are in class, texting with friends is common. It is also a private way of communication for them since parents cannot know whom they talk to. So the amount of text messages will be huge. Online real-time billing provides customers a way to see call details and track monthly bills.

Rescue ring is a new function, which may surprise customers. Nowadays, many young people do not have an alarm clock, they use cell phones to wake them up. Various wake-up calls will be favorite among youth. Ring tone shows a person's taste of music and personality, it is used frequently by young customers. And other features such as fun clips and the hit list give a user quick ways to get updated news and connect closely with friend circle. Such value proposition would likely to generate additional usage and create customer loyalty in youth market, which would be very profitable for Virgin Mobile.

Virgin Mobile has unique channeling and merchandising strategies that are more closely aligned to its target-market selection. Most cellular providers sell their products in own retail outlets: malls, high-end electronic stores and so on, but Virgin Mobile distributes in channels where youth shop like Target, Sam Goody music stores and Best Buy. These places are cool shopping places in young people's views. Also Kids have habits to buy consumer electronic products in these stores.