

Example of perception project critical thinking

[Business](#), [Company](#)



Question one

Beyonce Pepsi advertisement

This advertisement involves the use of Beyonce as the main embodiment in relation to the soft drinks of Pepsi. The goal is to foster celebrity advertisement in order to market the products of this company because she is an established name in the market. This advertisement involves the use of Beyonce presentations in the launch of the Pepsi soft drinks that covers a great market in US. The songs and videos of Beyonce are used in the launch of the Pepsi soft drinks as well as preparing concerts for Beyonce while Pepsi taking a greater portion of the concert in advertisement.

Pepsi has used Beyonce as the main branding partner due to her conspicuous name in the market. She is therefore the main public figure associated with the pepsi soft drinks making her to take the image of the company.

The advertisement shows the steps and the progress Beyonce made in the competitive field of pop culture. This advert by Pepsi creates a unique image of both Beyonce and the pepsi soft drinks in order to take the position in the market. Pepsi Beverage Company chose Beyonce as their partner due to her outstanding performance in the field of Pop culture. This company therefore engages in the activities to promote Beyonce works in the field of pop culture in order to take the advantage of her fame in the market. The fans of Beyonce are likely to become the customers to this soft drinks company because they will affiliate with soft drinks during the concerts and tours where Beyonce is involved.

During the launch of her songs and videos the concerts are designed and

colored with the products of the as well as promotion of the soft drinks during these events in order to globalize the market for pepsi as a way to wage the competition in the market.

Question two

The attention that a product receives in the market depends on several factors pertaining to the market especially the way the customers view or perceive this product in the market. The advertisement company or marketers should therefore take into consideration the factors that influence the market stimulus in order to gain a competitive edge in the market.

The marketers should ensure that they target the needs of the customers in order to meet their levels of satisfaction by creating an advert that convince the consumer that it can meet the quality required by the consumer. The advert is intended to meet specific values and beliefs of the people.

The marketer should understand the beliefs and values of customers in different geographical locations in order to create specific ways to attract the attention of each customer or prospective customer. The values and beliefs of individual customers are of essence in determination of the approach to attract the attention of customers. This enables the marketer to advertise the product appropriately by segmentation of the market both geographically and depending on the levels of wealth of the customers. This involves ensuring that people at different geographical or economic locations have access to the same products at different prices depending on demand and their levels of income. For our Pepsi case, the market should distribute their soft drinks using different ways depending on the values of the people in different parts of the world because the use of Beyonce may not be a good

public figure to some parts of the world depending on the culture of the people especially in the East. The marketer should look for different means of advertising these soft drinks in ways that that can suit many parts of the world in order to attract many customers both locally and globally. The advertisement of pepsi for this case should therefore penetrate into a greater section of the global market as way to reduce competition.

The marketer may also consider selecting a universal way to advertise the products for instance using a global feature or person where they are acceptable all over the globe like the sportsmen. This helps in reducing bias attached to the partner used in advertisement.

The marketer should therefore spend a considerable amount of time in advertising a product in order to cover a great extent of time and allow the product to cover a wider scope in the market. This allows the products advertised to penetrate into great segments of the market as well as not allowing competitors to arise.

The marketer should also consider several qualities of the partner chosen for celebrity advertisement in order to avoid the negative implications that many arise if the partner is involved in unethical activities, for the instance, in the case of Tiger Woods where the business attached to him faced many negative consequences.

The marketer should adopt technological in advertisement of its soft drinks in order to meet the dynamics of the rapidly advancing society. The use of technology, for instance, the use of e marketing is inevitable in the modern society a way to reduce competition as well as reaching a wider range of customers.

Question Three:

In the context of the change of cost and feasibility of the advertisements, several factors must be considered, such that the type of advertisement adopted should be in favor of the cost benefit analysis. The cost of changing to the new way of advertisement be computed in relation to the amount of benefits or profitability of the company expects from the advertisement. If the new advertisement is likely to lead to higher levels of profitability, it can be adopted but if it leads to more costs than profitability is not worth adopting. The viability of the new methods of advertisement therefore needs keen attention in order to avoid methods that may lead to market failure. In our case, the change of advertisement should be analyzed in relation to the costs incurred so that decisions can be made on whether to change or not.

Question Four:

The success of the new approach is determined by evaluating the impact of new ways or means of advertisement. The evaluation of use of online marketing depends on the number of customers who are accessible through the new methods of advertisement. The evaluation surveys need to be on basis of the number of active internet users in order to determine to determine the levels of profits expected from the online marketing. The shift to a new personality in advertisement other than Beyonce may have many implications in relation to the loss of customer's attention . The new approach to advertising these soft drinks should be able to reduce the costs while at the same time increasing market coverage in order to increase the scope of profitability. New methods of advertisement may involve initial set up costs of the marketing campaign strategies; therefore, it is advisable to

modify the existing marketing techniques in order to reduce the chances of market failure.

References

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