

Marketing communication for lenovo assignment

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Driven by customer centric, Leno launched its 1st portable Tablet-PC convertible in 2012 - Divided Yoga 11, which has the capability to transform from PC to Tablet. This capability enable a new way to multicast for different functions; from writing proposals, to building presentations, to emailing, online social media and online shopping To counter aggression from its rivals, Yoga Pro 2 was introduced in Cot 2013 and subsequently in Cot 2014 the launch of Yoga Pro 3 whereby it is built with the innovative watchband-like hinge to improve the durability which allows in 4 different modes for different functions.

This initiative also enables the device to be the world lightest and slimmest portable Tablet-PC hybrid. 3. Demographic & Cryptographic Analysis As analyses, the demographic factors of the target audiences are not gender-specific (IEEE. For both male & female users) and with age ranging from 25 to 50 years old. The target audiences is mainly employed and drawing a monthly income of HOOK\$ASK and above. They are either an LO or Executive and holding at least a secondary education level.

While the cryptographic factors of the target audience are presumably an enthusiastic person and constantly seeking for variety and excitement. They tend to spend substantially on quality innovative high-tech gadgets and enjoy spending extensive time on their PC or tablet, both for work and leisure. They also would prefer to spend much of their leisure time socializing on social media instead of engaging in sport activities. 4.

Positioning Strategy & Perceptual Map Analysis Doubtlessly, the marketer has adopted the Product Attributes positioning strategy (Claw & Aback,

2014) since it was developed, as the product was named after the fitness exercise - Yoga, mainly to emphasize the product capability and flexibility to transform from PC to Tablet (including Tent or Stand). Yoga Pro 3 has several improved product attributes/ features namely the innovative watchband-like hinge which enable the device to transform from PC to Tablet and notably being the world lightest and slimmest portable Table-PC convertible.

As illustrated in Figure 1, the perceptual mapping of the product has outscored its competition. In addition, it is also equipped with the latest top-of-the-line technologies, Intel HAD Graphic 5300 display card and its keyboard operation performance which are competitively better than their rivals, as reviewed by E-Zone magazine expert panel (Issue 854, 25 DCE 014) It is appropriately effective to adopt the product attributes strategy since the product is in its early Introduction stage.

In addition, this high involvement product required to draw the much needed product awareness and influence the attitudes of their prospects and it is vital to differentiate itself from the competition, as quality and product features does matter most to the prospects. Figure 1 5. Marketing Communications Objectives The MARCO objectives determined by the marketer are to develop brand awareness and strategically to change the customer belief and attitudes towards the reduce capabilities to multicast.

In addition, the marketer also attempts to enhance the firm image, in order to reinforce its status as World No. 1 PC vendor. 6. A. Current MARCO Mix - Advertisement The overall effectiveness of the current advertisement could have been implemented more effectively should the marketer increase the

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frequency of the print advertisement with the respective mass media to reach out to more target audience and efficiently articulate the key product differential versus its rivals to draw the much needed product awareness and brand parity.

Within the mass media, the marketer cautiously selected the newspaper and magazine media to place the full- page print advertisement, namely Headline newspaper (Figure AAA - 10 Novo 2014), E- Zone magazine (Figure b - Issue 849, 20 Novo 2014), and Milk magazine (Figure c - Issue 697, 27 Novo 2014). The key visual and typography are both consistently applied across the media (Figure ad) which helps to embed long-term memory with the target audiences.

In essence, the media selection is appropriate as the demographic & cryptographic profile of the readers matches their target audiences, who are redeployment young professional or Computer/ IT gurus and are constantly on a look-out for new innovative tech gadgets. But the frequency of the advertisement placement was substantially low which may result to low reach and may not achieve the desire awareness impact. Figure b Figure c Figure ad 6. A. Advertising Appeals The marketer employed both the Rational and Emotional appeals (Claw & Aback, 2014) which are appropriate and effective, as it is well-suited for high involvement product which most customer purchase intention is often made on the basis of both appeals. The Rational appeal (Claw & Aback, 2014) was implemented via the claim of being World No. 1 PC vendor along with the product tagging " A New Way' and the 4- mode icons (e. Laptop, Stand, Tent & Tablet), as shown below -

Figure 3. Apparently, these are not sufficient to express a clear product differential versus its rivals.

The marketer could have fully leveraged and articulate on the other key product attributes - being the world slimmest & lightest portable PC-Tablet hybrid. These improved product attributes have clear competitive advantages versus its rival which he prospects will receive from using it and has a higher potential to draw the needed product awareness and potentially instigate purchase intention. Nevertheless, the Emotional appeal (Claw & Aback, 2014) was effectively executed via the product brand name - Yoga and the celebrity (Gaston Catcher) sitting postures which simulate carefree, casual and relaxation.

These elements are essential and can help change the prospects attitudes towards the product, which may relate to their personal comfort/ pleasure and possibly social recognition. Figure 3 6. A. 2 Execution Frameworks The marketer adopted the Demonstration execution framework (Claw & Aback, 2014) which is usually more suitable for TV or radio advertisement.

Nevertheless, the marketer creatively articulates the iconic 360-degree fold-back features via illustrating the 4-mode icons (IEEE. Laptop, Stand, Tent & Tablet - Figure 3) to shows the different product usage or how the product could transform or works.

But the print advertisement could have been more effectively presented, if the marketer incorporated the Informative framework (Claw & Aback, 2014) to articulate information on the other key product attributes (egg. Lightness & Slimness). Whereby, both attributes are key differentials which could

potentially wow the prospects and help change their beliefs and attitudes towards the product. Figure 3 7. Current MARCO Mix - Public Relations Activity As observed from Leno HOOK faceable, the only Public Relations activity rolled-out is the Yoga Series launch party in Took Place Lincoln House on 15 Cot 2014 (Figure AAA).

Whereby, only local press agencies & IT experts are invited to witness the launch of their latest Yoga series products - Yoga Pro 3 Tablet-PC hybrid and along with the new Yoga Pro 2 13-in Tablet. This event is mainly to unveil and communicate noteworthy information of their new product to their target external stakeholder (e. Press agencies & IT experts), and in return, to gain " free" favorable product publicity to their target audiences (external stakeholder) via the press media.

Figure AAA In the event (Figure b), the firm General Manager, Mr.. Gong Ixia Yang, unveiled the product and demonstrated the key product attributes to the audiences. While Ms. Jacqueline Wong, a local celebrity, shared her personal favorable experience of the product. The marketer also replayed the lavalieres video of the Yoga Pro 3 launch event in London on 9 Cot 2014 (Figure c), with key highlights of the Hollywood celebrity - Gaston Catcher (also the firm Product Engineer) endorsing the new product superiority. All of which seems appropriate. B Figure c But the objectives of the event is to generate positive/ noticeable advertorial on the product via the local press media. Eventually, only one press agency - Headline newspaper (Figure ad, 5 DCE 2014) did published a 3-quarter page favorable advertorial on the product. While E-Zone magazine (Issue 854, 25 DCE 2014 - Figure e)

published a covering story, comparing the product features of all Tablet-PC hybrids available in the local market. Sadly, the overall report (Figure if) failed to endorse Yoga Pro 3 superiority and instead Dell came out as winner.

In addition, the report also failed to emphasize Yoga Pro 3 other key product features - being the world's slimmest & lightest Tablet-PC hybrid (Figure ad Figure e Figure if). Hence, as analyses, the overall PR activity is not effective as it has failed to achieve favorable product publicity via mass media and coupled with poor PR engagement to fend off any negative news generated in the various mass media (e. Newspaper, magazine and internet) 8. Current MARCO Mix - Internet Marketing Strategy (e- Commerce) The effectiveness of an e-commerce website is not only driven by its design but most crucially the information provided and its usability.

Whereby, the usability should consist of the 6 basic e-commerce components (Claw & Aback, 2014) - e- catalogue, shopping cart, payment system, store locator, customization functionality and customer reviews/ feedbacks.

Apparently, the store locator, customization functionality and customer reviews/ feedbacks components are not available on the website. The store locator was in fact created in another link (IEEE. Leno Club link) located at the bottom of the main web-page, which most online shoppers may not investigate further if the "store locator" tab/ icon is nowhere visible.

In addition, online shoppers do prefer the convenience of customization provided and may also view current users' honest reviews or feedbacks before deciding whether to make a purchase. Failure to incorporate these components in their website could cost them the opportunity to build brand

engagement, enhance customer interaction and most importantly to retain the shopper. Figure b - E-catalogue Figure AAA - Printed catalogue It is also essentially important for channel integration as the product is also sold beyond the website (e. Detail/ flagship store). Hence, it is vital to match its e-catalogue with the printed catalogue. As shown above (Figure AAA & b), both catalogues are equally informative but the major setbacks are the inconsistent application of the copy, key product visuals and the discrepancy in some of the product information (egg. 7. 2 hours of battery life in e-catalogue vs. 9. 0 hours in printed catalogue). Though, the only merit for online shopper is basically the reveille to purchase the exclusive edition (in Clementine Orange color) online.

While the shopping cart and payment system meets the basic criteria for online shopping, eventually the payment system only limit to 2 major credit cards (e. Mastered & VISA, Figure c). With consideration that American Express and Union Pay are also broadly used in Hong Kong, this limitation may cause inconvenience to online shopper, should they prefer to charge the product through other credit card. Figure c The overall online shopping experience on the firm website is sadly a disappointment ND ineffective. In essence, the firm did a better Job of making brand promise than meeting the shopper/ customer needs.

Integrated MARCO Mix 9. For MARCO Mix to be integrated, all forms of communications and messages have to be linked together. It is obvious that all 3 MARCO tools (e. Advertisement, Public Relations & Internet Marketing), as analyses in this report, do not speak in one single voice. There are

inconsistent and discrepancy in brand messaging from the copy to key visuals to information provides between the Advertisement and Internet Marketing tools. Follow by, the low frequency in advertisement placement with mass media, coupled with the user-unfriendly and incomplete e-commerce website components.

To make things worse, the role of Public Relations failed to effectively fend off any negative feedbacks from the mass media. Each of the MARCO tools as evaluated, seems to work independently or rather works in isolation and sadly, they are definitely not harmonize and do not help to amplify each other. In view of all the above unsatisfactory evaluations on Yoga Pro 3 marketing communications campaigns and programs launched in Hong Kong, we can only derive with a firm inclusion that the marketer(s) did not effectively integrate the marketing communications mix.