

Case study example

Education



There are many product categories that could use the Scion marketing approach to apply to their businesses. Music industries market certain bands and artists to appeal more towards a younger age group, computer businesses market upcoming technology to younger audiences, as do phone companies, websites, and home decor. Choosing a target market is imperative for businesses in order to focus their advertising to whom they believe they would sell more product to.

On the other hand, the tourism industry is marketing more towards people who are in the retirement age, and cars like vans and Subs focus more on middle age people who probably have children. Different products should be marketed towards who would be most interested, and in a lot of cases, this means businesses must gear their different products towards varying age groups. Decoupage buyers might view companies that their parents and grandparents are interested in as "not cool" or too mainstream for their own liking.

Companies can overcome this, however, by changing their consisting in order to appeal to a newer generation. By creating new advertising campaigns and changing what kind of message they want their image to convey, companies have the ability to change the views of younger people. Myself, for example, always thought Subs were for married people with children, but Scion and other companies like Toyota have geared commercials to appeal to people my age. Toyota had myself fooled for a long time when they were marketing the Scion, and also thought it was a new brand.

People from the newer generation look for products that are going to allow them to show their personality, and not just be another face among the crowd. Scion was smart to use the whole customization aspect of the Scion, especially because people my age and younger are always changing their cars to be what they want them to be, and not be what comes off the lot. If Scion doesn't find a way to still stay new, I do believe that the allure of having a Scion will eventually wear off.

Businesses should always be ware that their target audiences are always changing, and must be on top of what it happening in the world in order to keep their businesses alive and growing. By promoting customer communications and knowing what the younger generations want in a product, Scion could possibly still keep their appeal. It is going to be hard, though. Every time I see a Scion I already think that their idea is kind of old.