

Blackberry story successful brand marketing essay



**ASSIGN
BUSTER**

Blackberry as a device throughout its history shows that it is the base of successful pager smart phones not as a normal phone. This characteristic did not matter to BlackBerry no matter what obstacles they faced, as its technology dominated the market and became the leading brand in the cell phones field. (Carey, 2010)

Blackberry was established down in the market in the first time during the 1990s. Unfortunately, they it did not make a gig in the cell phones market until the millennium. After the millennium, they know how to attract consumers and build strong brand awareness in which consumers when they go to buy a cell phone down in the market they will know what this blackberry brand is all about. In the end of the year 2004, approximately 5 years, blackberry consumers exceeded one million meaning that they knew well how to reach many segmentation and position the brand into their minds in no time. Blackberry number of consumers kept growing and growing from year to another till they reached 3 million consumers worldwide. (Arrow The Business Phone Company , 2008)

Blackberry came out with different smart phones models and series throughout the years that satisfied different segments in the market, each one differs from the other. They produced early Blackberry models including Blackberry 850, 5000s and 6000s BlackBerry models including Java, 7000 Blackberry mobile series, 7100 BlackBerry series, and The 8000-9000 Blackberry series including Blackberry Bold 9000, Blackberry Curve 8900, and Blackberry Torch as seen nowadays in stores. (Arrow The Business Phone Company , 2008).

Firstly, Blackberry 850 was much more than just a normal mobile. At its date of publication, consumers were not willing to or seeking to buy a cell phone that was provided with the email and wireless option as it was weakly recommended down in the market. Unfortunately, it did change business men's life as their life could be organized with the calendars, emails could be received on the go via internet, and meeting could be organized through the organisers. After that, The Blackberry recommendations and brand knowledge started to increase. (Arrow The Business Phone Company , 2008)

Moving on to the next series which is 5000-6000 models. Through this series of mobiles Blackberry updated more options and higher quality in the pager in which it could cope with the technological and environmental changes that might provide them a competitive advantage over their competitors down in the market. For instance, java for the first time entered the blackberry devices, rechargeable high quality battery are there, memory up to full megabyte storage, and also it could hold up to 10 emails. This series was the beginning of the ladder of the huge success that Blackberry made. (Arrow The Business Phone Company , 2008)

As more versions in more series were published, the more Blackberries became positioned in consumers' minds and could easily be recalled whenever the mobile category of products is mentioned in front of them. (keller, 2008)

Through passing the years and developing the Blackberry devices instead of having a black and white screen, it became coloured; instead of having a small storage memory, it became huge; instead of having limited life time

batteries, it became strong; and instead of having an old shaped mobile, it became modernized. This has led to building strong brand equity that include high and good brand awareness and brand association. (Keller, 2008)

This Blackberry history ended by the newest series which is 8000-9000 series and Blackberry Torch, that are nowadays found in the market. They are the most developed devices that Blackberry devices, as they are established with the latest technologies, GPRS, Wi-fi connections, etc. As a result of that, brand name has been developed in front of its competitors, more targeted consumers became attracted to Blackberry Brand, and as a brand it gained high brand equity through making set of links connected to the brand name which leads to a good brand knowledge and positioning according to consumers. (Arrow The Business Phone Company, 2008)

As a result of these previous factors, Blackberry became one of the leading companies in the mobile phones era. They proved that the world black berry was not just about fruits but about changing a whole technological lifestyle.

?

‘ Blackberry’s Journey Of Success:

BlackBerry is a convenient has been taken to another level of business travellers’ device. These phones can easily access e-mail account, and all phone functions. BlackBerry has become a business tool, but more than that. As prices fall, making them more affordable, people buy for personal use BlackBerry as well. (Intellectual Property Research Institute of Australia (IPRIA), 2008)

Size

1) A BlackBerry phone is portable and can clip onto your belt, or fit in your purse easily. It's much smaller than having to bring a laptop computer with you to respond to email while travelling for business. (Intellectual Property Research Institute of Australia (IPRIA), 2008)

Function

2) Not only can you use the BlackBerry Phone as a cell phone, but you can send text messages from it check your email and, on some models, even surf the Internet. (Intellectual Property Research Institute of Australia (IPRIA), 2008)

Features

3) Newer BlackBerry cell phones have added a feature similar to iPods and iPhone, in that they have touch screens to make it easier to select applications and surf the Internet. (Intellectual Property Research Institute of Australia (IPRIA), 2008)

Benefits

4) The BlackBerry makes it easy to communicate with a large group of people at once. By checking your email you can access mailing lists from your office to send a message to everyone; this is much more reliable than texting, as each individual might not have texting on their cell phones. (Intellectual Property Research Institute of Australia (IPRIA), 2008)

Warning

<https://assignbuster.com/blackberry-story-successful-brand-marketing-essay/>

5) Charge your BlackBerry's battery each day to maximize the life of the battery. This also protects you in case you forget your charger one day; as long as it was charged the previous night, your battery should be fine for the additional day of use. (Intellectual Property Research Institute of Australia (IPRIA), 2008)

Black berry mainly focused on what customer need. Are quality smart phone. It stands for exceptional value, classic style and excellent if not lucky market exposure. It is not often that something that is worn by the father can still can have a blackberry. It enjoyed to have continued and important exposure to the public. (Intellectual Property Research Institute of Australia (IPRIA), 2008)

Black Berry Objectives:

' The objectives of an organization should be SMART (Hatch, 2010)

' Specific and measurable- RIM should set the sales target which can be measured on quarterly basis. (Hatch, 2010)

' Achievable- considering current growth of black berry the targets seems to be achievable but needs major effort from the advertising team to promote the new product. (Hatch, 2010)

' Realistic ' Rim 2009, approximately 60 % of their new sales from non-enterprise customers (Hatch, 2010).

' Growth in the consumer market looks realistic and can be attained. (Hatch, 2010)

- ' Timely- new stylish smart phones fascias- excellent launch time. (Hatch, 2010)

- ' Not many companies are offering colourful and patterned designed phones fascias...first mover advantage. (Hatch, 2010)

- ' Strong financial situation

- ' Growth trends

- ' Increasing subscribers

- ' Highly innovative

- ' Strong financial situation

- ' strong product

- ' corporate customer base

- ' Good consumer services

- ' One product style

- ' User friendliness

- ' Poor applications

- ' Low reputation in consumer market

- ' Image

- ' Repeat outlets

- ' Existing products
- ' Strong customer loyalty
- ' Successful brand campaign
- ' Potential consumer market
- ' Blackberry ' App World'
- ' Global growth
- ' Increased distribution
- ' New products quality
- ' Competitors
- ' Loss of market leader status
- ' Growth of consumer
- ' Emerging
- ' Reputation of their resellers
- ' How Blackberry Could Still Succeed & How It Might Fail?

Blackberry's success as mentioned before, had different factors that made it a successful brand. For instance, having a good brand positioning, high brand awareness, an effective Integrated Marketing Communication (IMC), and high quality products that keeps blackberry in the market having a competitive advantage over their competitors. (keller, 2008)

<https://assignbuster.com/blackberry-story-successful-brand-marketing-essay/>

In order to maintain this level of success according to Blackberry, several factors must be considered:

1) Having a clear vision and mission Which means the major outcome of the strategic planning which gathers all the important information for any organization and also have a clear description of the end state goals from board of perspectives. (Power HomeBiz, 2010)

2) Taking Risks which means taking actions which might be disagreeable it refers to the inclination to engage in behavior that have a risk to be harmful , but on the other hand having an opportunity for an outcome that might be positive which actually might be one of the skills in which the entrepreneurial people should have it. (Power HomeBiz, 2010)

3) Being fair and non-discriminatory with customers and suppliers: which means having or displaying a character that is free of discrimination or bias. (Power HomeBiz, 2010)

4) Building e-business strategy: which means having competitive advantage, willing to champion, require a commitment to the major IT support, reducing mistakes, and having the ' win-win' situation. (Power HomeBiz, 2010)

5) Producing unique products which mean producing a product that it is essentially satisfying the need or want; something that resides in the minds of the consumers or physically differentiated than any other products. (Power HomeBiz, 2010)

6) Having complete knowledge of the market values which means having a background about what is meant by market values in which setting values

<https://assignbuster.com/blackberry-story-successful-brand-marketing-essay/>

and favourable products to be delivered to the customers in order to satisfy their need or want. (Power HomeBiz, 2010)

7) Having a strong team management with goal oriented procedures or guiding principle which means having a team which is purely analytical or rational, facing challenges, and unified by trust. (Power HomeBiz, 2010)

8) Well- Direct the supply chain which means how the company manages its inventories or records. (Power HomeBiz, 2010)

9) Knowing the Marketing Concept: (Power HomeBiz, 2010)

So, Black Berry must in fact be supported by the marketing programs which includes the 4ps

‘ Product:

* add value through the customer information.

‘ Price:

*understand the perception of the value.

‘ Promotion:

*Combine and Blend the communication programs to the Black Berry service.

‘ Place:

* blend the push and pull strategies together. (Power HomeBiz, 2010)

Growing and supporting the brand equity for Black Berry which increase the efficiency of promotion and reduce the risk which might be perceived by the customers. Also, there must be Improving black berry credibility, uniqueness, and strengthen it by adding new programs to the mobile service. It would be a good idea for making the blackberry phone like any other ordinary phones that would be better for older people to use and easy for them to carry; which I think it's known outside countries the blackberry pearl. Blackberry should also enhance the success of the brand development strategy which is actually a present success they have made as it includes building the most appropriate brand experience for their customers. (Power HomeBiz, 2010)

Furthermore blackberry should always maintain its well R&D(Research and Development) team, marketing staff, sales staff, and increase the attractiveness to the customer by purchasing products and services which is ingenious or irreplaceable which it in point if fact does. Blackberry produced solutions for worldwide mobile communications market; including software which allow blackberry to provide mobile access to the Email, media ad, and internet. It became one of the leading high technology companies worldwide which satisfied the customers need beneficially and understood the internal and external situations. (Power HomeBiz, 2010)

According to what we have studied, blackberry is a brand more than just a product as it come in many different dimensions , these difference could be rational or tangible as it creates mental structure and helps the consumer to organize their knowledge . Blackberry succeed as it came in very specific time which attracted and brought attention to a lot of customers in order to satisfy their need and want. Moreover, it helped to reduce the risk for the

<https://assignbuster.com/blackberry-story-successful-brand-marketing-essay/>

consumers when buying the product such as (financial, time, social, functional). For the functional blackberry performed up to the expectations, for the time it actually reduced for the consumers the time for replacing or finding another satisfactory product, for the social blackberry was one of the products that made a lot of success that everyone recall and recognize its name under diverse situations, and last for the financial blackberry is worth paying. (Keller, 2008)

Blackberry has very high brand awareness and image, as the consumer is able to recall and distinguish the brand under different conditions and circumstances it has both the depth and breadth, while the brand image the consumer is reflected by many different associations for blackberry which held in the consumer memory. For instance, as Baskin Robbins is known for its ice-cream taste, Zara is known for its good quality clothing, and the Blackberry is known just like them with a distinguishing factor which is high technology. (Keller, 2008)

Unfortunately, this success could sometimes turn into big fat failure. This failure could be result of several reasons. These reasons wraps around weak brand equity built. (Keller, 2008)

One of the most important factors of failing is choosing a business which is not commercial or cost-effective, inability to understand clearly what is meant by market demand, Failure to build a team, & Failure to spotlight on a specific market. (Keller, 2008)

Moreover, there might be Lack of good management, poor quality of the black berry services which will lead to consumers' disloyalty and

dissatisfaction will occur. Also, there might be Poor planning, Lack of strategic responsibilities: they do not have a successful implementation neither vision nor mission, Poor stores development. (keller, 2008)

Blackberry as a Brand could fail also if it does not have an exclusive ways to convey the usefulness to customers, meet the customer needs or wants, states the opportunities in tangible conditions. In addition to this, They might not evaluate the opportunity appeal of the brand management neither the properties nor the possessions to transport the offering. (keller, 2008)

So, in my opinion I think that, The divergence between both failure and success is making possessions virtually right and others exactly right

‘ Blueberry Story(Failure Brand) :

Blueberry has somehow a similar story just like blackberry, in which it produced series of mobile models to the blueberry company. It was established in 1990s at Malaysia by CSL Corporation. They tried to compete with Blackberry down in the market by providing several versions of mobiles, targeting same consumers in the market, and sometimes they sell their mobiles using price skimming strategy, which means decreasing the price to enter a high competitive market , which is in that case technology market. (CSL Care, 2009)

As a result of this pricing strategies and using one of the integrated marketing communication methods, Customers went to buy blueberry phones with a lower cost, thinking that they will get the same service with a lower price than Blackberry Company. (keller, 2008)

They produced several models like, Blueberry 2800T, Blueberry i6800, Blueberry i9000T, Blueberry-a 9500, and so forth. Through these models they knew at their first period of launching how to attract competitors' consumers, but actually it failed. (CSL Care, 2009)

?

' Blueberry Failure:

First of all blueberry is made in china. These china mobiles got some disadvantages. The most common disadvantage is that the button " Back" does not look its icon, the screen resolution is less, doesn't have a special button volume and too many shortcut menus. One of the blueberry mobiles that have failed is " CSL Blueberry i6800". It's low-entry Smartphone that owns price projection about 600, 000 rupiah.

No special features offered just like ordinary features such as the following:

Dual band GSM (900/1800 MHz) & Dual On GSM-GSM, Dimension: 10, 45'5, 7'1, 18 cm, 2. 0 inc display TFT QCIF (220'176 pixel), GPRS, Camera, Video recording, microSD, Bluetooth, cable data, WAP 2. 0, Opera Mini, MP3/MP4 Player, FM Radio, FM recording, facebook, eBuddy, Yahoo Messaging, Google, Twitter, Audio recording, CSL Fun Club, Islamic Features (Azan, Kiblat, Waktu Sholat, Al-Quran), Speakerphone, Game. (Cellphone Accessories Price Corporation, 2010)

The blueberry company was never concerned on the way employees should act with customers or help the customers. Company provided a very weak level of service and care to the customers which lead to bad consumer

satisfaction. Blueberry mobile phones get damaged easily and doesn't last for long, as a result, blueberry mobile phone's customers stopped using blueberry and went for other options to get a higher quality and product and better standard of service when need or substitutes this has made Blueberry's brand image damaged. (keller, 2008)

Since blueberry mobile are made in china this shows us that blueberry's mobiles are smuggled and this caused a real threat to blackberry companies in the beginning. But then later on after customers stopped buying blueberry phones. Blueberry mobile company failed to overcome Blackberry Company down in the market. (keller, 2008)

As a result of lack of care and low standard of service blueberry companies experienced a huge failure in the market and the company went into crises because almost all the customers shifted their intention and attention to other mobile companies. (keller, 2008)

Blueberry wasn't successfully working except in the very beginning before customers discover that the company wasn't professionally qualified to produce mobile devices. (keller, 2008)

' How Blueberry Can Face Success?

So as mentioned before blueberry suffered a huge loss and failure in the market, those outcomes of non-organized organization planning for a product or making a brand name without criteria for choosing their brand elements, so blueberry most probably wasn't focusing on building brand equity. (keller, 2008)

They started their project by imitating blackberry and offering their products by lower price, but actually people now are looking for the high quality, features, and reasonable prices. Blueberry products where low price and low quality and features. So at first customers was attracted to blueberry for the low price and the similarity to the blackberry, putting in their minds that it would be better and quite similar in features, but with lower price. The truth that was just for a short time period of selling their products, and after that they faced a huge failure in the market, and people recognized that blackberry was better off. (keller, 2008)

How blueberry can face success?

Any organization starting a project or introducing a new brand should think of how to build a strong brand, and this is modified into four steps between the brand and the customer.

‘ Customers usually ask question before using any brand

1. Who are you?
2. What are you?
3. What about you? What does the customer think or feel about the brand?
4. What about you and me? What kind of association and how much connection would I like to have with you?

So the brand should take these questions into consideration and think how to build between the brand and customer a strong relationship, and that directly affect the brand by being a strong brand. So that why to build a

<https://assignbuster.com/blackberry-story-successful-brand-marketing-essay/>

strong brand the organization should give the customer the answer of these four question which are

1. Brand identity: Ensure identification of the brand with customers and an association of the brand in customer's minds with a specific product class or customer need.
2. Brand meaning: Firmly establish the totality of brand meaning in the minds of customers by strategically linking a host and intangible brand association with certain properties.
3. Brand response: Is to Elicit the proper customer responses to the brand identification and brand meaning
4. Brand relationship: To convert brand response to create an intense, loyalty between the customer and the brand.' (keller, 2008)

If blueberry has just thought to put in mind the brand identity, brand meaning, brand response, and brand relationship wouldn't just have started their product by imitating other product, they could thought of other new innovation ideas and developed a new product with better features that really influence customer to switch from using other phones not just blackberry, but also other mobile phones like Apple phone, Nokia, and Sony Ericsson. (keller, 2008)

Being a successful brand is not just making a huge market share at the start of the brand, and after then facing a huge fail. The real success is to have a customer loyalty to your brand and increase the scale of sales to your brand; at last this brand will have strong brand equity. (keller, 2008)

<https://assignbuster.com/blackberry-story-successful-brand-marketing-essay/>

‘ There are elements for a brand to have strong brand equity which are

1. Memorable: Easily recognized, and easily recalled by people or to have a high level of brand awareness
2. Meaningful: Is to have a descriptive and persuasive meaning about the brand or to the kind of product offered
3. Likable: To build features or imaginary and inherently fun and interesting brand that help customer to take decision in examining that product
4. Transferable: This is concerned with the brand line and extension. How is it offered to different culture and countries, and how is it introduced into different categories for the ease of choice for the customers
5. Adaptable: How the product should be flexible and changeable due to the change of the customers taste and willingness for their needs.
6. Protectable: Should offer a secured brand with showing the customer how privacy it is, secured and safe.’ (keller, 2008)

All these elements should be available for any strong brand or should be built to have strong brand name and brand equity. (keller, 2008)

Blueberry did not think how to build brand equity, by choosing the brand elements and the relationship between the customer and the brand.

Blueberry just focused on imitating a strong brand with a lower price to attract the customer using the blackberry to switch to blueberry for the low price, but they wasn't innovative enough to build themselves a brand equity and be a competitive name for other phones companies. Even though they

<https://assignbuster.com/blackberry-story-successful-brand-marketing-essay/>

wasn't that convincing for customer to switch to blueberry instead of blackberry for the low quality and less features they offered. (keller, 2008)

If blueberry had focused on offering their own features and was developing a new product with new specification and innovation would had been much better for their brand and would had experienced success. (keller, 2008)

?

Prepared By & Who Did What?

Who Did What?

' Meryhan Amin Al-Abini Marketing Mjr. 109861

o Blackberry Story

' Ibtihal Hassan General Business Mjr. 105494

o Blackberry Journey Of Success

' Corine Ramy Marketing Mjr. 109848

o How Blackberry Still Succeed & How it Might Fail ?

' Waad Walid Marketing Mjr. 109825

o Blueberry Story

' Rana Khairy Marketing Mjr. 109198

o Blueberry Failure

' Mohamed Mustafa Ibrahim Accounting Mjr. 109143

<https://assignbuster.com/blackberry-story-successful-brand-marketing-essay/>

o How Blueberry could Face Success??