

11 Blurring and stretching

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- 1 Why would you pay more today than you paid yesterday for the same product? Read the article and find out.

Manufacturers of consumer goods are finding new ways to increase prices and profits. Blur marketing is the process of bypassing established price references by using packaging and presentation borrowed from apparently unrelated products. Milk in a spray bottle, chewing gum to clean your teeth, and yoghurt drinks are some of the products being offered to persuade consumers to part with more cash. Brand stretching allows the manufacturer to transfer the added value of a recognised brand to a new product outside its normal territory: think of Marlboro sportswear, Nestlé mineral water, and Adidas aftershave.

Creative marketing can persuade consumers to adopt new patterns of behaviour in order to open up new markets. Champagne producers Pommery have positioned their 20 cl mini-bottle as the fashionable drink in pubs and clubs. Served with a straw, it can cost up to 50% more than old-fashioned champagne in a glass. Pernod-Ricard's new pre-mixed aperitif saves consumers the trouble of adding water – and it can command up to three times the price of the original, undiluted Pernod!

- 2 What is the advantage for manufacturers of 'bypassing established price references'? Why not just create a new brand for a new product?
- 3 Divide into two teams. Brainstorm new product concepts by blurring and stretching products, brands and packaging. Use the product information below and your own ideas.

Brand	Product	Packaging
Anchor	butter	individual portions
Cadbury's	chocolate	foil-wrapped bar
Chanel	perfume	spray
Coke	cola	33 cl can
Häagen-Dazs	ice cream	frozen in plastic box
Disney	video cassettes	plastic box
Glenfiddich	whisky	1 l bottle in tin
Marlboro	cigarettes	pack of 20

Brand	Product	Packaging
Mercedes	cars	none
Nike	sports shoes	cardboard box
Nutella	chocolate spread	glass jar
Penguin	paperbacks	none
Colgate	toothpaste	plastic tube
Sony	discman	blister pack
?	?	?
?	?	?

- 4 Choose the three best ideas from 3 and present your new products. Give the following information:
- the new product
 - the (new) brand name
 - the packaging
 - the positioning strategy
 - a promotional idea to raise brand awareness