

## **Video Case Study #1: X-1: Breaking the Barriers of Sound with New-Product Development**

([http://ezto.mheducation.com/extMedia/bne/mktg/kerin12e/videos/Ch10\\_X-1\\_video\\_Kerin12e.mp4](http://ezto.mheducation.com/extMedia/bne/mktg/kerin12e/videos/Ch10_X-1_video_Kerin12e.mp4))

- 1- What are the points of difference, or unique attributes, for X-1 products?
- 2- What are X-1's primary target markets?
- 3- Describe the new product development process used at X-1. What are the similarities and differences to the process?
- 4- Which of the eight reasons for new product failure did X-1 avoid to ensure the success of X-1's products?
- 5- Identify one new product idea you would suggest that X-1 evaluate.

## **Video Case Study #2: P&G's Secret Deodorant: Finding Inspiration in Perspiration**

([http://ezto.mheducation.com/extMedia/bne/mktg/kerin12e/videos/Ch11\\_PG\\_Secret\\_Deodorant\\_Kerin12e.mp4](http://ezto.mheducation.com/extMedia/bne/mktg/kerin12e/videos/Ch11_PG_Secret_Deodorant_Kerin12e.mp4))

- 1- What is “purpose-driven marketing” from a product and brand management perspective at Procter & Gamble?
- 2- How does “purpose-driven” marketing for Secret deodorant relate to the hierarchy of needs concept?
- 3- What dimensions of the consumer-based brand equity pyramid have the Secret brand team focused on with its “Let Her Jump” and “Mean Stinks” ignitions?

## **Video Case Study #3: LA Galaxy: Where Sports Marketing is a Kick!**

([http://ezto.mheducation.com/extMedia/bne/mktg/kerin12e/videos/Ch12\\_LAGalaxy\\_video\\_Kerin12e.mp4](http://ezto.mheducation.com/extMedia/bne/mktg/kerin12e/videos/Ch12_LAGalaxy_video_Kerin12e.mp4))

- 1- What is the LA Galaxy “product”?
- 2- Which of the seven elements of the service marketing mix are most important in the LA Galaxy marketing program?
- 3- How is promotion (advertising, personal selling, public relations, sales promotion, direct marketing) used by the LA Galaxy? Do these activities depend on the specific target markets?
- 4- How are social media integrated into the LA Galaxy’s marketing strategy?
- 5- How does the LA Galaxy assess the impact of its marketing activities? Has its program been successful?