



**Workshop Outputs – May 19, 2011
 The Brunei Hotel
 Bandar Seri Begawan**

<i>Morning Session</i> <i>What is 'Good' Marketing?</i>	
Table Team One: <ul style="list-style-type: none"> • Funny, Smart • Curiosity • Simplicity, Straight Forward • Colourful • Emotional Attachment • Good Tagline / Slogan • Provocative & Sexy 	Table Team Two: <ul style="list-style-type: none"> • Good customer retention <ul style="list-style-type: none"> – Household brand, e.g. Colgate, Pampers, Xerox, Pepsi • Product positioning <ul style="list-style-type: none"> – e.g. on supermarket shelves/aisles ... eye-level, attractive packaging • Informative & engaging website/visuals <ul style="list-style-type: none"> – e.g. YouTube/TV ads • Clear target audience & communication channels • Exclusivity & high quality • Brand promise, delivers it • Image, e.g. trendy, eco-friendly, prestige • Beneficial to customer
Table Team Three: <ul style="list-style-type: none"> • Viral video (VW & THOR) <ul style="list-style-type: none"> – Funny – Relates to audiences • Sales Pitch (Coffee) <ul style="list-style-type: none"> – B2C & B2B in one Ad (all-in-one shot) • Watch Ad (Patch Philippe) <ul style="list-style-type: none"> – Emotional attachment – Lasts generations (durability) – Non-diminishing value – Brand Differentiation (not like Rolex) • iPhone <ul style="list-style-type: none"> – Emotional – Belonging 	Table Team Four: <ul style="list-style-type: none"> • Relationship <ul style="list-style-type: none"> – Emotion – Loyalty – Delivering promise – Trust • Sales • Attention <ul style="list-style-type: none"> – Surprise – Fun – Standout – Creative • Relevance → Connects • Sexy • Clarity → Focus • Sticks / Lasts

Morning Session
What is ‘Good’ Marketing?

Table Team Five:

- “You’re nobody until somebody loves you.”
- Sex, Color, Tone, Friendly Face
- Good Story/Presentation/Personality
- A Memorable Twist!
- Eye Catching
- Emotional à Tear Jerker
- But it doesn’t make you buy
- Makes you remember

Afternoon Session
Marketing Asset #2: Customers – Discovering New or More Customer Needs

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| <ul style="list-style-type: none"> • Invite customers • Have an informal dinner out (potluck) • Find out what is important to customer • Referrals • Go shopping • Check out service expectations at bank • Talk to car owners • Survey • Check the shelves display of goods • Spend quality time and research beforehand with customers to know their needs • Observe during service without them knowing • Observe situation • Be a customer • Hire big fans for our product • Product trial • Take complaining customer for lunch • Updates! • Ask what people need • Customer day / exchange roles and experiences • Watch! • Think like your customer – be in the same shoes • Mystery gift with questionnaire • Feedback forms • Free samples • Stay in new area ... for new customer targets • Gift voucher • Survey | <ul style="list-style-type: none"> • Expand offering • Road shows • Exhibitions • Joint promo • Stay on top of industry directions • Social media • Environmental projects ... beach cleanup • Have mentors – businessmen • Charity event • Market needs • Cold calls • Customer appreciation week • Mingle with people in all walks of life • Cross promotion • Networking • Brainstorm & research • Online survey & customer feedback form • Solve more solutions to customer’s pain • Talk to a millionaire • How much time they spend – discover what fascinates them • Ask questions • Customer feedback plus free vacation or free gift • Questionnaire • Create report from customer spending habits • Referral • Radio advert • Study competitor strategy |
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Afternoon Session Marketing Asset #2: Customers – Discovering New or More Customer Needs	
<ul style="list-style-type: none"> • Market research • Never be satisfied • Whatever • Target different age group • Look for gaps and needs • Getting feedback from them • Ask them what they want • High demand • Get feedback thru sales team • Personal service • Facebook • Suggestions • Promotions • Invite customers, get together sessions, tea, etc. • Ask for referrals from current customers • Website Q&A • Educate 	<ul style="list-style-type: none"> • Create competition for “What customer needs from product.” • Create customer database • Spend time to have tea or coffee • Attend to complains • Joint partnership • Study technology changes affecting customers • Regular meetings with customer • Keep in touch with Government Body BEDB • Festive gatherings • Ask • Free gifts • Questionnaire on needs • Give samples • Twitter • Talks and seminars

Afternoon Session Marketing Asset #2: Customers – Recognize/Appreciate the Value of Existing Customers	
<ul style="list-style-type: none"> • Focus Groups • VIP cards • Value added current service • Free services & products • Thank you cards, etc. • Birthday Greetings • Updates • Free gifts • Loyalty program • Free training • Awards • Sponsorship • VIP Club • Understanding • Appreciation dinner for loyalty • Take them out for lunch • Support • Write thank you letters, e-mails • Compliment them • Royalty • B2B collaboration • Friendship 	<ul style="list-style-type: none"> • Freebies • Gift free subscription • Extended service – service at an extra mile • Maintain our quality or even exceed their expectations • Preferred reserve parking space • Send them on holiday thru an event • Thank them • Give them leads • Once a year annual dinner with customer recognition • Take them out to lunch/dinner • Do well by people they love • Give them free parking coupons • Special “loyal customer sale” session • Loyalty discount cards • Give a bottle of wine • Give free Lily lingerie bra & thongs • Once in a while treat them to something nice/personal • Send a certificate for being a supporter • Send thank you note

Afternoon Session	
Marketing Asset #2: Customers – Recognize/Appreciate the Value of Existing Customers	
<ul style="list-style-type: none"> • Entertain them at home – more personal • Incentives and promos • Give them useful pointers • Teamwork • Clear specification of customer orders • Brainstorming new ideas with them to improve services • Listen to customer suggestions • Treating customers to additional discounts • Give discount vouchers • Customer satisfaction • Survey forms • One to one talk • Good relationship • Good service • Customer feedback • More communication • Service with smile • Involve them with company policy • Offer Membership cards • Coffee in office • Give award “customer of the year” • Free iPhone to long term customers 	<ul style="list-style-type: none"> • Buy them a dinner • Provide free promotional space • Have a party for all loyal customers – free food & drinks • Give awards to best customers • Free service or free products relating to their needs • Send them a souvenir • Do ‘open house’ • Lucky draw for them • Movie tickets • Acknowledgement • Form a social club • Free meal for birthday celebrant • Update customer on latest happenings • First priority • Acknowledge them thru website • Email to them for feedback • Monthly rewards • Host a party for the account • Free car cleaning polishing • Family meal vouchers • Discount card

Afternoon Session:	
Marketing Asset #2: Customers – How to Get Customers to Refer More Business to You	
<ul style="list-style-type: none"> • Satisfy existing customers • High quality service • Instant rebates for every customer referral • Supply quality products • Treat them to gold • Incentive – free gift • Add value • Positive attitudes • Deliver on promise • Point system for every customer referred • Rewards • Attention to detail • Cross selling services • Variety of different product/services • Provide good service • Best service • Quality of service 	<ul style="list-style-type: none"> • Cross platform branding • Newsletter • Advert exchange • Discount • Sponsorship • Offer gifts • Joint adverts • Acquire the customer • Group purchasing • Courtesy call • Good relationships • Freebies • Building rapport • Listen • Make it easy for them “Just Knock” • Make them a hero • Discounts

Afternoon Session: Marketing Asset #2: Customers – How to Get Customers to Refer More Business to You	
<ul style="list-style-type: none"> • Prompt service • Deliver on time • Take good care of them • Reliable & trustworthy • Socialise • New ideas • Offer incentives • Be creative • Provide solutions • Deliver over the norm experience • Understand their needs and what you can do to help • Have a friendly accessible channel (e.g. office, FB, blog) • Send them greeting on their birthday • Offer incentive for referrals • Give free bonus space • Look after their children, free day care service • Offer them certificate for free subscription • Offer them special discount for customers day • Invite them for new product pre-launch • Keep in touch with them on new offers • “You scratch by back, I scratch your back” • Incentives for people they refer • Unexpected value added service, so they give word of mouth 	<ul style="list-style-type: none"> • Have fun with them • Show them you care • Trust • Have tea or coffee with them • Friendly • Let them know you are responsible • Give them good products • Help them think big as well • Recommend their friends • Offer Frequent flyer miles • Delivery service • Update them with the latest • Get to know them, talk to them • Refer customers to them (vice versa) • Create more emotional value • Speedy service • Build the trust & loyalty • Renewal bonus • Offer commissions • Build relationship / bonding • Be sincere • Make them family and reward them • Honesty is best policy • Educate them and let them know your benefits

Afternoon Session: Marketing Asset #2: Customers – “Out of the Box” Customer Ideas (Get Crazy)	
<ul style="list-style-type: none"> • Upgrade surprise 1st customer • Free massage at work • Provide coffee and tea • Run barefoot in Shahbandar • Family cook out get-together • Pedicure service on flights • Dancing on the streets w/street party • Provide wine & cheese to customers • Exotic theme, retreat meetings/gathering for customers • Free lingerie to men • Build the biggest burger • Bicycle marathon – cycling around Brunei 	<ul style="list-style-type: none"> • Free delivery • Ulu Ulu jungle network • Provide your best attention • Multi service • Loyalty programs • Buy 1 Free 2 • Give them what they want (within limit) • Pampering service • Product knowledge sharing • Advertise • Product knowledge sharing • Free meal for family • Home service

Afternoon Session: Marketing Asset #2: Customers – “Out of the Box” Customer Ideas (Get Crazy)	
<ul style="list-style-type: none"> • Free modelling show to women • Customer exchange day – understand our roles • Elephant and Lion show for best customers • Eating competitions! How many Nasi Kunik can you eat? • Free trip & ticket to a global conference • Free 1 year Gym membership • Serve customers in lingerie • Fastest drinker contest • Have a ladies night pampering women with massage, pedicure & manicure • 50% OFF • School bags for kids • Birthday party bash for customers • Free name cards with your logo • Pizza free • Barter trade • Space trip • Throw them off a plane • Baby sitting services • Take care of their needs • Calendar of customers • Magazine of customer ideas 	<ul style="list-style-type: none"> • Show entertainment • Tie on with other giants, then leverage • Free gifts • Billboard on customer car • Consultation • Trust • Sending cakes • Short 20 seconds value added knowledge • Greetings on special life occasions • Send people over to greet them • Create event to launch product • Value added service • Use social network • Interesting videos • Special offer • Travel to the moon package • Offer incentive • Work with partner • Give free iPads to most high value customers • Create unique commercial • Brand ambassadors • 24 hour service

Afternoon Session

Marketing Asset #3: Products/Services -- Self-Evaluation of Strengths & Weaknesses

DESCRIPTION	STRONGEST (Number of responses)	WEAKEST (Number of responses)
Unique Positioning	10	4
Reliability / Consistency	6	6
Ability to respond to market needs	6	8
After-purchase service	2	3
Guarantees / Warranties	1	4
Availability	3	3
Differentiated Benefits	7	2
Quality	11	1
Price	2	14

Afternoon Session

Who is Your Marketing "Team?" Winning Table's Answers:

<ul style="list-style-type: none"> • Customers • Vendors • Ex-staff • Current team • Other Entrepreneurs • Advisors • Reporters • Researchers • Acquaintances • Alumni • Industry • Strategic partner • Auditors • Lawyers • Followers (Twitter) • Friends • Significant others • Family • Clubs/Associations • Directors • Shareholders 	<ul style="list-style-type: none"> • Teachers • Conference Participants • Government Bodies • Bankers • Government Officials • FB Fans • Advertisers • Radio DJ • TV Celebrities • Embassy • Trade Delegations • Sports personalities • Royalty • International Organisations <ul style="list-style-type: none"> ○ ASEAN ○ APEA ○ UN ○ ACTES • Religious Groups • Consultants
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