

# Customer Discovery Process: Product Demand Creation Assumptions

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The objective of this assignment is to create and post a product demand creation assumptions briefing note. This briefing note will utilize information provided by interviews from two or three competitors on how they created and are continuing creating product demand.

Just as in Barbra’s Product Demand Creation Briefing Note, she describes her product as a something that is not in the “have-to-have” but the “nice-to-have” category, my product is in the same category. My product will be competing with a lot of competition in an already convoluted and established market. Creating customer demand without breaking the bank is the only way that I would be able to function without outside investors. Keeping my initial production at a reasonable amount, I would keep my advertisement strategy on par with my production. The calendar to my right breaks down a typical month that I will utilize for promoting my product and creating demand with minor tweaks, for example, promoting at a local club versus a club in New York.

When I interviewed the owner of Chesapeake Distillery, Chris Richeson, he informed on keys ways that he creates demand. He operates a small distillery that produces Vodka and Rum. His main way and most economical way of creating interest in his products are to have a tasting booth at various location. With this method, he indicated that there was a significant increase in sales for that period. When I went to tour Anheuser Busch Brewery plant in Jacksonville, FL, they reported that their

	January			
Sales Goal				
Week of (Mon. Start)	6	13	20	27
Key Dates & Events	New Years			
<b>Sales Support</b>				
Sales Promotions	Offeer Special bottle \$1 extra per bottle cost			
Collateral & Presentations				
<b>Public Relations</b>				
Special Events & Sponsorships	Presentation in NY Club			
Press Releases	Social Media	Social Media	Social Media	Social Media
<b>Interactive</b>				
Keyword/Search				
Site Targeted Ads	Promote Club		Promote Club/ Super Bow I	
Online Auctions/Stores				
Online Directory Listings & Classified				
Affiliate Programs				
Social Media - Twitter, Facebook, YouTube, etc.	Youtube short film	Facebook/t witter post of film		
Blog/RSS	Request to follow and receive	Request to follow and receive	Request to follow and receive	Request to follow and receive
Email	10 % rebate coupon	10 % rebate coupon	10 % rebate coupon	10 % rebate coupon
Website Messaging				
Podcast				
Mobile			Send text for 15 % off	
<b>Advertising</b>				
TV				
Radio	New Years Theme	New Years Theme	New Years Theme	Super Bow I Theme
Print	New Years Theme	New Years Theme	New Years Theme	Super Bow I Theme
Social Media - Twitter, Facebook, YouTube, etc.	New Years Theme	New Years Theme	New Years Theme	Super Bow I Theme
Outdoor				
<b>Research</b>				
Customer Surveys				
Marketing Effectiveness				

marketing campaign was global and far-reaching. Their advertisement budget is on the other end of the spectrum in comparison to Chesapeake Distillery's budget. I like to describe Anheuser Busch advertisement approach as constant bombardment. Their means of attracting new customers ranges from social media to super bowl ads to being displayed in high budget movies. When I interviewed the owner of O'Connor Brewer, Keven O' Connor, he informed me that his primary means to create demand was to have different events, offer tastings at the location and offer tours.

My approach to creating demand will be driven by my budget, which in actuality is a good thing. Having a tight budget will foster necessity, which will spawn creativity. I initially want to utilize social media, local events, and local venues, this approach will allow me to create a brand that has a local feel. I am relying on fostering an extensive earlyvangelists customers base in the local area. I have networked with a few local bartenders and promoters that should help me promote my brands in social media and sponsored events.

### **Social Media**

Utilizing Facebook, Instagram, LinkedIn, and Twitter is a free and powerful tool. I already have an associate that is willing to promote my product through these channels at a cost of almost nothing. This associate is already a social network junky, but he is also a good friend. So initially, I will utilize his expertise in helping my promotion campaign. My goal is not to constantly talk about my brand but to present different local events, different ways to make classic drinks with my product, and promote other people's venues. Promotion of other peoples' event and places will foster a mutual respect.

### **Local Events**

Promotion of my product at local car shows, carnivals, professional gatherings, sporting events, etc. will be one of my most sought out means to creating customer demand. This approach will provide me with almost instant feedback on my product. I will also be able to interact directly with my potential clients. The most important aspect is that I am local small business, which majority of the population want to support. Based on a survey fielded by the UPS Store in 2014, 94 percent of consumers say that doing business with small businesses in their communities is important. This survey also indicated that 90 percent of the respondents think that small businesses are vital to the U.S. economy (Sophy, 2014).

### **Local Venues**

In working with local venues, I would utilize local bartenders, promoters, my military connections, and friends to help convince local venues in allowing me to promote my product. I hope that there is an increase in sales revenue for the local site during my product promotion. This prosperous relationship will increase the ease of more promotion, foster partnerships, and increase customer demand.

## References

Sophy, J. (2014, May 22). *94 Percent of People Think Buying From Small Businesses is Important*. Retrieved from Small Business Trends: <http://smallbiztrends.com/2014/05/ups-survey-buying-from-small-businesses-important.html>