



DI2.5: (Draft) Marketing Progress (month 18)

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Abbreviations:

Abbreviations used in this document:

IRG	Industrial Reference Group
KPI	Key Performance Indicators

1 Introduction

The most widely accepted definition of marketing on a global scale comes from the Chartered Institute of Marketing (CIM) in the UK, which is the largest marketing body in the world in terms of membership. The definition claims marketing to be the "**management process of anticipating, identifying and satisfying customer requirements profitably**".

Thus, operative marketing involves the processes of market research, product development, product life cycle management, pricing, channel management as well as promotion.

However, marketing is more of a process-oriented cross function, not a direct decision maker in these processes. It is one of the company's management tools to ensure that products and services are developed according to market requirements, and that they are profitable.

In the case of PROMISE Marketing our role is aimed at the marketing of the PROMISE "Project" rather than a PROMISE "Product". It is nevertheless our intention to ensure that this visibility is created through the promotion of the "promise" of PROMISE and to engage the active participation of future users of the methodology by providing real value in return for participation in the IRG.

Much of the basis work has been completed and buy-in from consortium partners has been achieved. Next steps are delivering the tangibles in order to activate the IRG and commence the creation of visibility and the development of a rolling report format.

2 Demystification of PROMISE

PROMISE is a project that was designed by technicians for technicians. Business drivers were assumed rather than quantified.

In order to communicate to and obtain feedback from decision makers in the outside world PROMISE needs to be explainable in layman's terms with simple understandable compelling value propositions.

The present website is very suitable for technical "project" participants with an academic background but cannot serve as the "window" into PROMISE.

The concept of creating a marketable definition of PROMISE was presented to the consortium and accepted during the Cambridge meeting in April, as were the simplified descriptions of the components that make up the whole.

3 Creating PROMISE business strategy

3.1 Vision

Deliver the PROMISE methodology in 2008

3.2 Mission

Enable industry to include PROMISE conceptual thinking in product development NOW

3.3 Objectives

Start selling NOW

Traditionally, selling starts once a product is ready for delivery. By starting early visibility into the PROMISE methodology it is possible to start the “test marketing” phase based on pre-selling the value proposition. By adjusting the pre-conceived activity of the Industrial Reference Group this can be combined. IRG members are targeted future users.

The PROMISE marketing strategy aims to support implementation of the business strategy as well as generating tangible visibility for the PROMISE project at an international level.

Creating PROMISE marketing

Work has started on all of the items specified below and some tangibles will be ready for presentation during the interim technical review meeting. Most time has been invested in creating a clear and concise marketable concept and preparing the presentation that allowed the consortium to adopt the proposed direction.

Already an initial A4 document was produced and distributed at the RFID Journal LIVE event in Las Vegas, achieving “WOW” reactions from PROMISE target groups. Also a stand has been reserved at the IST 2006 event which is being organised in Helsinki. In addition to this, www.promise-plm.eu has been acquired and www.promise-plm.com is active purely as a test site.

It is intended to build closer ties with the marketing departments of the consortium members and utilise their PR connections to gain PROMISE project visibility.

Marketing effort and results can be listed as follows:

3.4 Marketing Strategy - 90% ready

Definition of “target group”
Competitive benefits

3.5 Visual Identity - 70% ready

Name
Logo
Colours
Website



3.6 Message – 20% ready

Why

What

How

For whom

When

3.7 Visibility – 0% ready

Events

PR Plan

Google marketing

Web search engine optimisation

Consumer watchdog

3.8 Visibility materials – 10% ready

A4 fact sheet

Folder to contain partners' PROMISE offering

Power-point presentation for partners' use

Press release fact sheet

PROMISE info page for partners' website

Information sheet inviting potential IRG partner to events

4 Industrial Reference Group

The industrial reference group deserves special mention due to its importance to the PROMISE project.

Marketing is well aware of the reviewers' desire to see early activation but the IRG group cannot be approached until suitable marketing material is available and a value proposition defined which develops the substance of PROMISE and opens up the value proposition in an understandable way.

The initial list has remained just a list and additional candidates that have shown an interest are being preserved.

The "target group" defined under 4.1 refers specifically to the IRG. They are seen as the client base that PROMISE should be addressing.

A methodology will be developed which will enable IRG/clients to determine the **benefits** of introducing a PROMISE project within their own organisations/industry which will lead to the establishment of Key Performance Indicators (KPI) and ROI in exchange for their participation.

In addition an outline for "how to implement a PROMISE PROJECT in your organisation" will be developed specifically for the IRG. It is intended that this will be based on business drivers rather than technology and will "assume" that the technology will be available in 2008.

The activities within the IRG will also encompass and link to the Consumer Watchdog.

5 Consumer Watchdog

To date the activities of the consumer watchdog have been restricted to listing consumer action groups interested in privacy issues and following their news letters. It has been deemed counterproductive to become directly involved or alert any of them to our existence.

It has been suggested that some consumer groups could be asked to join the IRG and this is being considered.

6 Standardisation

Although standardisation issues fall outside the specific responsibilities of marketing, it is believed that the IRG could positively impact the standardisation effort. One of the tools being considered for communicating with the IRG is the creation of an open forum. Working through an organisation such as www.opengroup.org or www.oasis-open.org could greatly facilitate the standardisation process.



7 Conclusions