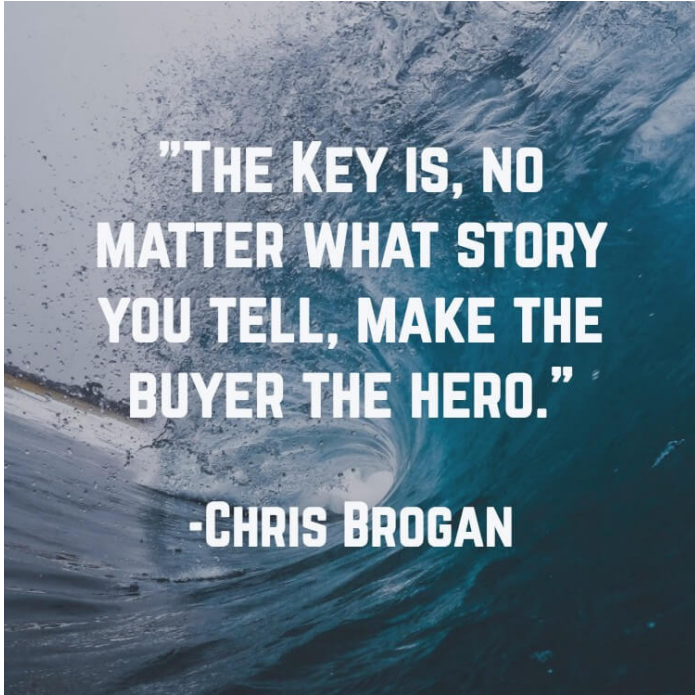




MARKETING TERMS ASSOCIATED WITH 'PRODUCT'



Product placement: Displaying a product in a film, music video, etc.

Product portfolio/range: The number of different products within a different brand or sub brand.

Product feature(s): The particular characteristic(s) of that product that make it distinctive.

Product launch: The introduction of a new product into the market.

Product endorsement: When a celebrity gives their name to a particular brand.

Product life-cycle: The period of time from launch until the product goes out of fashion or is considered 'obsolete'.

WHAT IS THE DIFFERENCE BETWEEN?

Q: A logo and a slogan?

A: A logo is an image and a slogan is a short written phrase.

Q: Market research and a pilot?

A: The market research is conducted to find out what the market wants and is done before developing and launching a product. The pilot is a limited release of a new product to test the market reaction.

Q: Niche and market?

A: A niche is a small part of the total market. The word 'niche' can have connotations with a product that is exclusive and expensive and/or designed for a very particular audience.



"It's hard to target a message to a generic 35-year-old middle-class working mother of two. It's much easier to target a message to Jennifer, who has two children under four, works as a paralegal, and is always looking for quick but healthy dinners and ways to spend more time with her kids and less time on housework." – Elizabeth Gardner