

VIDEO TWO

Pivot Marketing (Corporate Video)

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Video Content

- The video basically describes some of Pivot Marketing's services by showing photos of actual events under different categories and providing captions in English and Chinese for these events.
- Under Grand Openings, Kohler store opening (April 2005) is featured.
- Under Product and Brand Launch, the following are featured:
 - Rado Original Series Press Launch and Party (March 2006)
 - Rado Shaping the Future Press Conference (April 2006)
 - Rado True Series Press Launch (September 2006)
- Under Corporate Hospitality, the following are featured:
 - Rado Shanghai Tennis Masters Cup (November 2005)
 - Citigroup Shanghai Tennis Masters Cup (November 2005)
 - Rado Ice Blue Party (November 2005)
 - Rolling Stones Cocktail Reception (April 2006)
 - Morningside Cocktail Reception (February 2006)
 - American Standard Gala Dinner (February 2005)
 - Schering Plough Gala Dinner (July 2005)
 - Sanofi-Aventis Gala Dinner (July 2005)
 - Australian Chamber of Commerce Charity Ball (September 2006)
- Under Corporate Meetings / Golf Events, the following are featured:
 - Rado Dunhuang Dealer Meeting (August 2006)
 - Bank of America Golf Appreciation (October 2005)
 - Pivot Business Leader Golf Championship (September 2006)
 - Sanofi-Aventis Hangzhou Team Building (July 2005)
 - Sanofi-Aventis Amaryl Team Building (December 2005)
- Under Conventions / Conferences, the following are featured:
 - SSBA Business Forum (August 2005)
 - Kohler Fashion Week (November 2005)
 - BBH Design Forum (June 2006)

- Some Collateral Designs and Production are featured briefly.
- Contact information is provided at the end of the video.

Video Use

- This video is best used in conjunction with the case “Pivot Marketing” in the text (Case D-4, pages 664–666).
- This video can be screened at the beginning of the case, before the case discussion to provide a background of the company and all its services.
- This video can also be screened the end of the case discussion to provide a summary of the services of Pivot Marketing.
- The video can be used to explore other issues not covered in the written case. Below are some issues which can be explored.

Some Possible Video Issues

- The importance of relationship marketing in this business. Students can see repetitive business from some clients such as Rado and Kohler.
- The challenges in implementation of services offered by Pivot Marketing can be appreciated from the video. The following can be discussed:
 - Many outside partners and parties are involved in each event: invited VIPs, celebrities, caterers, musicians and dancers, models, masters of ceremonies, DJs, etc.
 - A lot of equipment, such as sound equipment, music equipment and video equipment, are used and these have to be tested to make sure they work properly. Standby units for some of these may need to be on-site in case of breakdown.
- The cultural aspects of events can also be discussed. Chinese costumes, calligraphy, etc, can be seen. Taboos and superstitions must be taken into account in the organization and implementation of events. For example, white flowers signify death and should not be used for decoration or display. Numbers and dates are important and have to be chosen or used carefully (for example 4 is unlucky; dates for store opening must be selected in consultation with feng shui masters to ensure they are auspicious).

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