

## **VIDEO SEVEN**

### **OSIM (Product Commercial Ads)**

These teaching notes are prepared by Lau Geok Theng

#### **Video Content**

- Video 7A – Television commercial ad of OSIM uRobic.
- Video 7B – Television commercial ad of OSIM uSpace
- Video 7C – Television commercial ad of OSIM uSqueeze

#### **Video Use**

- The three videos can be used to cover topics in marketing communications.
- They can also be used to cover topics in product and branding.
- The videos can be used to introduce students to OSIM's products before covering Case D-5 (pages 666–668).

#### **Some Possible Video Questions**

##### *Question 1*

*What product line strategy is OSIM using?*

- OSIM provides consumers with a wide range of items consisting of eye, hand, foot, and body massagers in its Massage and Relax product line (page 273 of the text).
- This helps consumers to simplify their buying decisions. After they have a good experience with a product such as a foot massager, they may return to purchase another item in the category such as hand massager.
- The wide range of products also help OSIM to obtain distribution access to department stores such as Tangs and Takashimaya.

##### *Question 2*

*What branding strategy is OSIM using?*

- OSIM is using combination branding.

- The OSIM identity in each product helps in conveying the high quality of OSIM products. This is through the process of generalization in consumer learning.
- The unique name after the OSIM identity conveys the specific function and benefits of the various products:
  - uRobic – for twist and trim actions for the waist
  - uSpace – well being chair with massage, music and mood light functions
  - uSqueeze – for squeezing actions in the foot massage

### *Question 3*

*What marketing communications strategies is OSIM using?*

- All three commercials use the functional appeal strategy by describing how the products work and the benefits which can be derived. The messages are conveyed in a fun and jovial manner with music and fast actions rather than in a serious manner.
- The theme or main message for the uRobic is that the twist action is proven to trim the waist and reduce body fat. The theme for the uSpace is that the multi-sensory combination of music, light and massage provides complete well being. The additional message for the uSpace is that it is the world's first well being chair. The message for the uSqueeze is that it is relaxing and soothing for tired and aching legs.
- The execution style for the uRobic is scientific proof. The benefits of uRobic are clinically tested and proven by the Singapore Sports Medicine Centre. The execution style for the uSqueeze is the spokesperson's approach through Lin Chi Ling, an international celebrity.

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