

## **VIDEO EIGHT**

### **Lee Kum Kee (Product Commercial Ads)**

These teaching notes are prepared by Lau Geok Theng

#### **Video Content**

- Video 8A – Commercial ad of a few products.
- Video 8B – Commercial ad of the ‘Squeezable’ product.
- Video 8C – Commercial ad of the ‘Double Deluxe Soy Sauce’ product.

#### **Video Use**

- The videos can be played, either singly (Video 8A would then be preferred) or in combination to introduce students to the product before commenting about product line pricing using the Lee Kum Kee example (page 389 in the text).
- The video can be used to examine some aspects of marketing communications strategy.

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

##### *Question 1*

*What is the common message across all three commercials? Is the message appropriate?*

- The common message is ‘great taste’.
- Secondary messages are ‘saving money’ and ‘widely used and acceptable’.
- The message is appropriate as taste is the most important attribute for sauces and condiments.

##### *Question 2*

*What target audiences are featured in the commercials? Are these appropriate?*

- Overall, the commercials show Lee Kum Kee products being used by diverse kinds of people to show its popularity. Students may comment that there is a lack of focus. The issue of buying roles may be brought in. Should the

commercials target those who cook or should they feature and target those who consume food?

- Video 8A features the most diverse groups of audiences, covering people in restaurants, people at home, cooks in restaurants, cooks at home and people barbecuing. It also features people from different time frames using black and white initially and then colors to show the product's history and popularity over time. This is appropriate as this commercial is a general one to communicate the popularity and usefulness of Lee Kum Kee sauces.
- Video 8B features a traditional family (father, mother and child) at home. This is also appropriate as the "squeezeable" may be targeted at families.
- Video 8C features an old man, a young lady and a small child in separate frames. This is to highlight the popularity of the deluxe sauce across diverse groups and may be appropriate, although some may argue that for this product, the commercial should specifically target the cooks.

### *Question 3*

*What products are featured in the commercials? What are the purposes of these commercials?*

- Video 8A is an institutional advertisement, particularly a reminder institutional advertisement (page 526 in the text). It brings the company's products and capabilities to the attention of the target audiences. It uses the musical approach.
- Videos 8B and 8C are product advertisements.
- Video 8B is a pioneering product advertisement to introduce the "squeezeable" product. It uses the fantasy and dramatic approach (dishes being squeezed out of the sauce bottle).
- Video 8C is a reminder product advertisement to remind audiences of the popularity and efficacy of the deluxe sauce product. It uses the musical approach.

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