

## **Miscellaneous Videos**

These teaching notes are prepared by Lau Geok Theng

### **Video 11 – Acer Aspire**

- This video is a television commercial for Acer Aspire.
- It can be used to introduce the opening story to Chapter 16 (pages 439–440).
- It can be used to examine product attributes for notebook computer. The features covered in the commercial include Holographic 3D finish, Opalesque contours, Enlightener media flow, Dolby surround sound and Intel Centrino Core 2 Duo processor technology.
- It can be used to examine co-branding. The two co-brandings featured in the commercial are Dolby surround sound and Intel processor.

### **Video 12 – Creative Zen V-Plus**

- This video is a television commercial for Creative Zen V-Plus.
- It can be used to introduce the opening story to Chapter 10 (pages 271–272).
- It can be used to examine marketing communications strategy. Students can be asked to examine what product benefits are communicated in the commercial and if the communications are clear. The use of the panda in the commercial can be debated – some may say that there is hardly a link between the panda and the product benefits. Played using a good sound system, the quality of sound and music in the commercial is great and it helps to convey the quality of sound in the Zen product.
- It can also be used to explore corporate social responsibility. The last part of the commercial talks about the need to preserve nature and the panda.

### **Video 13 – Café Moment**

- This video is a television commercial for Café Moment instant coffee. It is in Vietnamese.
- Café Moment is marketed by Vinamilk which is featured in the opening story of Chapter 15 (pages 411–412).

- It can be used to examine co-marketing and co-branding. Vinamilk invested US\$2 million for this campaign, including payment to Arsenal Football Club of England to use the logo and image of Arsenal players in the commercial for the coffee product. Students can be asked to explore the benefits of including images of Arsenal Football Club for this coffee commercial and the downsides of doing this, besides the costs of paying Arsenal.

#### **Video 14 - Vinamilk**

- This video is a television commercial for Vinamilk milk. It is in Vietnamese and uses music for execution.
- It can be used to introduce the opening story of Chapter 15 (pages 411–412).
- It can also be used to explore the use of symbols in advertising. In the commercial, cows represent consumers of milk. Benefits communicated in the commercial include taste and nutrition.

#### **Video 15 – Singapore Tourism Board**

- This video is a television commercial for Singapore Tourism Board.
- It can be used in conjunction with materials in Chapter 1, pages 21–22 as well as item 11 in the survival kit.
- It can be used to explore the use of testimonials in advertisements. Are the testimonials of the four groups of tourists in the commercial compelling?

#### **Video 16 – Anything and Whatever**

- This video is a television commercial for two soft drink products – Anything and Whatever.
- It can be used to discuss marketing communications strategy. Students will likely bring out the point that the commercial does not communicate the product benefits at all. What is the purpose of the commercial then? To create awareness of the products? To generate discussion?
- It can be used to examine the unique selling proposition of the products. Anything is a carbonated soft drink where the buyer will not know what content is in the can until he or she opens the can. It can contain orange, grape, and other flavored carbonated soft drink. Whatever is a non-carbonated soft drink where the buyer will not know what content is in the can until he or

she opens the can. It can contain orange, grape, and other flavored non-carbonated soft drink. Will such a product sell? Will it do better than current soft drink products in the market?

### **Video 17 – Sun Power Group**

- This video is a corporate video of the Sun Power Group. It is in Chinese.
- It describes the history, capabilities, strategies, and performance of the Sun Power Group.
- It can be used in conjunction with materials found in page 91 in the text.

NOTE: The videos are the property of the various companies featured. Instructors are given permission only to screen the videos in class for students. They are not allowed to transfer or forward the videos to other individuals such as students and other instructors without written permission from McGraw Hill or the companies. It is forbidden to upload and feature the video online and in any website or mobile facilities including YouTube and Twitter.