

Achieving New Product Launch Success

- Identifying, Creating and Maintaining Product Leadership in the Fierce Competition

July 18 – 20, 2007

Renaissance Pudong Hotel, Shanghai

Your new product is out the door

- u Has the market noticed?
- u Are revenue and profits ramping faster than costs in the first six months?
- u Has the competition reacted, the market changed?
- u Are you reaching new markets and grabbing share from your competitors?
- u Are you ahead of your projected profit curve or behind?
- u What's the right post-launch strategy?

In recent years, product launching has become an art which can make or break a product. A successful launch makes potential customers aware of the new product and keen to try it.

The new product launch process plays a critical part in ensuring your offering gets to market in a timely and cost effective manner. Moving through the product launch process can be a resource intensive exercise and laborious exercise. Yet, when product launch processes are executed well they can make the difference between success and failure for your organisation.

The **Achieving New product launch Success** will be the best opportunity for you to energize and galvanize your new product launch strategies, tactics and processes and integrate them with local and global best practice to increase the likelihood of success.

Who should attend?

President, VP, GM, Director and Manager of:

- u Marketing
- u Marketing Communication
- u New Business Development
- u Product Promotion
- u Brand Development
- u Business Planning and Development
- u Consumer Marketing
- u Public Relations

Conference Chair

Barry Feig
President
Center for Product Success

Eminent Speakers

David Lee
Marketing Director
Infineon

Patricia Cui
Marketing Director
Motorola

Tony Yip
Marketing Director
Henkel

Yao Hua Lu
Vice President
BrightDairy

Michelle KY Chen
Marketing Category Director
Avon

Steve Betz
Marketing Director
General Motors

Scott Sun
Footwear Manager
Nike

Angelo Giardini
Director
Nestle Shanghai

Harvey Liu
Marketing Director
Electrolux

Ke Cheng
Marketing Director
A.O.Smith

Achieving New Product Launch Success

July 18, 2007 - Conference

9:00-9:45 Keynote Speech-Nestle Developing comprehensive integrated Product Launch strategy to drive the launch process excellence

The secret of a successful product launch is to start planning early, plan meticulously and focus on maintaining the momentum up to and beyond launch. To create a dynamic set of plans (strategic and tactical plans created and refined primarily during the product development phase) made within the constraints of the project's time, resources, scope and quality parameters, to achieve the best results possible for your product and your company.

- u Define launch objectives
- u Structure and organize resources for success
- u Develop launch strategy, action plan, budget and timeline
- u Reducing uncertainty inherent in launching new products
- u Shaping a customer-oriented management process
- u Organizing an independent launch group and highly authorize it

9:45-10:30 Case Study-Avon Identify your strongest strength to position and re-position your product

- u Product positioning made simple: defining your space in the marketplace
- u Seeing the problem and your product from the customer's eyes
- u Competitive differentiation and the incremental differentiation trap
- u Without positioning a customer won't know who you are and why you're different

11:00-11:45 Case Study-Henkel Launching a promotional campaign to reinforce your key messages, benefits and identity

Activities designed to increase market share, product promotion is necessary to keep a product-oriented business ahead of its competition, especially to drive a new product launch. Product promotions are a requirement for any business looking to expose its new products to the consumer marketplace and should be used to increase brand awareness.

- u Exploiting the most appropriate and perfect channels to publicize new product
- u Making public relations red-hot to fuel a new product to early returns
- u Capturing the media's attention
- u Promotional products can deliver multiple impressions cost-effectively

11:45-12:30 Case Study-BrightDairy Integrating and aligning the branding process with the NPD process to increase the likelihood of launch success

Creating and developing a brand and turning this concept into a real business market winner is a real challenge. Only one in ten new brands and products succeed. All the elements must be right - the product itself, the packaging, pricing and marketing strategies. You need to identify the right ideas early on; then elaborate and express them in the right way; and finally turn them into winning concepts before investing more heavily in full-scale brand building.

- u Understand customer needs by research
- u Research to find right recipe to support the product
- u Build position and brand diamond based on consumer needs

14:00-14:45 Keynote Speech-Infenion Taking use of the pricing strategy to win a fierce war

Are you searching for ways to improve your profit margin? Is it time to increase prices? How do you avoid or minimize a price squeeze? One of the four major elements of the marketing mix is price. Pricing is an important strategic issue because it is related to product positioning, furthermore pricing affects other marketing mix elements such as product features and promotion.

- u Understanding how costs, competition, and customer values influence the price you choose
- u Determining how customer values drive segmentation decisions, which in turn affect the benefits they seek and the price they are willing to pay
- u Identifying lifecycles to establish prices for current and future market conditions

14:45-15:30 Case Study-GM Managing launch risk-- reducing the likelihood of a failed new product launch

Protecting your new product from other followers-identifying direct and indirect competitors for price, availability, unique strengths and distinguishing features

- u Avoiding the misunderstanding of the trend of market through further employing surveys, focus group, interviews and sample testing
- u Carrying out testing toward the target market of your current product regularly
- u New product market sampling before launch process
- u Shaping the market not following it

16:00-16:45 Case Study-Motorola Optimal Product Launch Strategy : Balancing Product Cost with Pricing

- u Analyzing the Pricing Methodology for structure
- u Understanding Perceived Value and the communication of value through price
- u Pricing Contacts with Product Lifecycles
- u Choosing low cost providers

16:45-17:30 Panel Discussion -Nike, A.O.Smith, Electrolux Ensuring ingredients to improve the comprehensive strength of your team

You can't succeed without the proper tools. A professional and effective product launch normally requires a good six months to handle all the unexpected issues, delays and snafus that will arise. You also need an adequate budget, resources, systems and most importantly, healthy relationships with all team members, sales channels, analysts and editors. Repair any broken relationships before product launch because these types of issues are the greatest time-eaters.

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July 19 – 20, 2007 - Workshop

Day One - July 19, 2007

Critical Success Factors that Make the Difference Between Winning and Losing at Innovation

Best practices for generating new ideas. Strategy begins with the goals for the business's product innovation effort and how these goals tie into the broader business goals. Many businesses find that they lose sight of these goals, or they are not articulated or communicated well.

- u How to do the job right and do the right projects
- u Avoiding the pitfalls that can cause failure and money
- u The Innovations Triangle
- u Where to find the big idea
- u Techniques for motivating brainstorming sessions
- u Leveraging your assets
- u Idea Screening -- The three questions you must ask to eliminate unsound concepts prior to devoting resources to them
- u Ongoing research:
 - What decisions are you trying to make?
 - What information do you need?
 - Where and how will you get this information?
- u The Critical Path Analysis -- planning the manufacturing and launch time frames
- u Where should you get new technologies. From inside or outside the company? Indicia and formulas.

The Art Positioning and Repositioning Your Product and Brand

Proper positioning of your products is a launch pad to success. This section will help you define your space in the marketplace to achieve greater sales and reduce wasted resources.

- u Morphological analysis and Matrix Analysis, including Attribute Management
- u Tools for sending the right message to the right people
- u The Product Lifecycle -- how to use it to your own advantage
- u 16 key buying motivations
- u Create marketing strategies for the life of your product
- u Why and how you should customize your brand messages
- u How to make sure your advertising delivers the goods
- u Strategies for electrifying consumers and the trade

Day Two - July 20, 2007

Leveraging Your Brands, Building Bold New Brands, and Increasing Sales for Both the Brand and the New Product

New product failure can often be caused by a poor brand image. Haier learned this by doing an analysis of how consumers felt about the brand. Haier found that Haier meant inferior quality products. They turned this around by dramatically demonstrating how they would build up their product's quality. This enabled them to successfully enter new areas where they had not previously gone. A strong brand can be worth more than the factory that builds the product. Both the product and the brand should have a synergistic effect on each other. The product should enhance the brand and be enhanced by the brand. This section shows how to profit by integrating

- u How to create the ideal brand or leverage existing brands
- u How to integrate your marketing and brand strategy
- u Creating a good, better, best brand strategy that allows you to profitably sell to different markets
- u How to brand new technologies and new products
- u How to cut through the "message clutter" by creating the ideal communications mix
- u Creating and reinforcing your leadership position through integrated communications

Putting it all Together in a Flexible "Winning Game Plan"

The NPL process must be flexible to tailor to the needs of different types of development projects. In this session, you will learn the steps and outputs (as well as the cost, schedule and risk) of developing totally new products with new processes and new markets. This session will help you maximize productivity, flexibility and speed.

- u Why things rarely work as planned
- u Best ways of finding out about your competition
- u Targeting the "moving" customer market
- u Creating steady success in a fast moving market (and China is one of the fastest moving markets today)
- u How to attack from a position of strength
- u The ideal process flow -- the blueprint to NPL success

Tools and Checklists That You Can Use Even Before You Leave the This Workshop

Cut your launch time in half. These are hands-on materials to make your launch a success. It includes specially developed materials to make sure the process flows smoothly, including worksheets, checklists, idea starters and more.

- u Specific launch strategies you can mix and match – for your particular company – for consumer and B2B success
- u Matrices to ensure you're right on target and don't miss any key steps
- u The key factors in managing risk
- u The key launch process road map
- u The Question/ Lawyering Analysis (developed exclusive by us for use in our brainstorming programs) that finds pitfalls and "need-to-do's in a simple, readily implementable format
- u The ultimate product launch questionnaire -- ignore at your own risk
- u Many more tools and worksheets

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About Barry Feig

Barry Feig, a world-renowned marketing strategist, has been responsible for generating in excess of \$3 billion in sales for companies such as American Express, First Brands, Colgate-Palmolive, American Cyanamid and Pepsico.

His untraditional "the consumer drives the market" approach has been responsible for the success of countless household items like Glad Lock Storage Bags, Colgate Baking Soda with Peroxide, Colgate Junior Toothpaste, American Express' Gift Cheques and Membership Saving's Program, Arm & Hammer Dryer Sheets, Ralston-Purina's Kibbles & Chunks and Lucky Dog Dog foods, R.T. French's Vive La Dijon, and Deli Singles. He has also created a medical glove that is revolutionizing burn treatments in hospitals across the country. Feig, has authored more than fifty articles, published in Advertising Age, Executive Female, American Demographics, and Marketing and Sales Management. He writes a monthly column on marketing strategy for Food & Beverage Marketing and other trade magazines.

His book, [The New Products Workshop, Hands-on Tools for Developing Winners](#), published by McGraw-Hill, allows the reader to tap into his breakthrough techniques to conceive, develop and market successful products -- or to revitalize existing ones.

His second book, [Marketing Straight to the Heart](#), has been published by Amacom and has recently been translated into Chinese and German for the burgeoning markets of Mainland China and Germany.

Prior to founding the Barry Feig's Center for Product Success. Feig owned two advertising agencies, Ad Ventures and Feig Communications, both in New York.

Specializing in the automotive, packaged goods and high technology fields, his clients included IBM, Schenley Distillers, and Curtis Instruments, Feig has taught M.B.A. level courses in Strategic Marketing at the University of New Mexico. He has held memberships in the American Management Association, including their President's Club, Product Development Management Association (PDMA), the American Marketing Association and the Sales and Marketing Executives Club.

Best-sellers



The Latest Book:

Hot Button Marketing: Push the Emotional Buttons That Get People to Buy

Book Description

Consumers buy products for two reasons-the rational reason and the *real* reason. While your customer may say they want your product because of its features and benefits, their decision to buy is based on emotion-not intellect.

Hot Button Marketing shows you how to identify and push the hot buttons that will prompt consumers to purchase your product over a competitor's-even if it's a parity product! Filled with tips and insights that can be applied at every stage of marketing-from product development to one-to-one selling-*Hot Button Marketing* shows you how to hit the sixteen hot buttons and get your product sold.



Book Description

Most new products fail despite the fact that they've been developed by experienced managers in major corporations. In *The New Products Workshop*, Barry Feig shares his years of experience in guiding large and small companies successfully through all the stages of product development.

Through his unique workshop method, managers learn how to match their products with consumers' needs. Packed with scores of new product-launch histories, check-lists and charts, *The New Products Workshop* explains each essential step, from generating workable product ideas to assessing market success potential, from testing the waters before committing a major investment to giving products winning names and introducing them into a receptive marketplace. Nowhere else can managers developing new products find the marketing survey necessary to ensure that their products sell... and sell and sell.

Bonus!

Attendees of this workshop will receive a complimentary copy of Mr. Feig's Best Seller book CD ROM, *New Product Workshop*

